

**SPONSOR'S AIR MEDIA**

# BASICS

Your customers have  
Storz Stations in their  
fall plans...shouldn't you?

**WDGY**

Minneapolis - St. Paul

**WHB**

Kansas City

**WTIX**

New Orleans

**WQAM**

Miami

**KOMA**

Oklahoma City

**Each preferred in its own market**

The

STORZ

Stations

today's Radi  
for today's selling

Todd Storz, President  
Home Office, Omaha

WDGY, WHB, KOMA, WQAM  
represented by John Blair & Co.  
WTIX represented by Adam Young Inc.

**Timebuying Basics** Page 9

**Radio Basics** Page 35

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**Film & Tape Basics** Page 163

**Marketing Basics** Page 179

**5-City Directory** Page 205



# RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

**THIS NEW FM TRANSMITTER** is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

**ADEQUATE COVERAGE**—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

**UNIQUE EXCITER**—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

**MULTIPLEX ACCESSORIES**—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

**BROADBAND ANTENNA**—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

*For all your FM needs call your nearest RCA Broadcast Representative or write to RCA, Dept. FF-264, Building 15-1, Camden, N. J.*

IN CANADA:

RCA VICTOR Company Limited, Montreal



## OUTSTANDING FEATURES OF THE BTF-5B

- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator



**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

Tmk(s) ®





**KEEP SALES UP**  
**IN BALTIMORE . . .**  
*Schedule the PREFERRED*  
*Radio Station . . .*

To get the most from your radio dollar you must reach the *adult* spending audience. That means WCBM in Baltimore . . . where month after month surveys\* show the greatest percentage of *adult* radio listeners PREFER WCBM programming! Get all the facts and you will see why agencies, too . . . PREFER WCBM!

\*Nielsen Adult Listenership Surveys

A **CBS** Affiliate  
10,000 Watts on 680 KC  
Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.  
*Exclusive National Representatives*



# AIR MEDIA BASICS INDEX



## TIMEBUYING BASICS

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### What's in Timebuying Basics

**Ratings Basics starts on .....page 14**

This section on ratings provides easy-to-absorb information for the beginner as well as the more advanced timebuyer. It includes explanations of cume audience, share and other terms

**Coverage Basics starts on.....page 20**

This will give you a simple way to estimate distances of both radio and tv signal coverage. The charts take into account station power, frequency and terrain. Uhf map is also included

**Timebuyer's Tools starts on.....page 24**

Here is some handy material to make a timebuyer's life easier. Includes a seldom-found chart showing sunset times by hours so you can check what regions of the U.S are in darkness

**Cost Basics starts on.....page 27**

Want to get a quick idea of what a spot radio or tv campaign will cost? Here are two estimators to do the job. Included is material taking into account campaign length, discounts

**Timebuying Tips starts on.....page 29**

Eight tips on common timebuying problems are given here. They cover such areas as total vs. metro station audience, seasonal viewing patterns, audience composition and other problems

**Audience Basics starts on.....page 31**

Included in this section is an audience composition table that will enable you to do some calculations not possible with the usual audience composition data of rating services



## RADIO BASICS

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INDEX TO RADIO BASICS is on.....page 37

### What's in Radio Basics

**Listening Habits starts on.....page 38**

Mostly in-home radio listening facts are listed in this part. The audience is viewed from various angles: by hours of the day, by seasons, by parts of the day, by local and N. Y. time

**Out-of-Home Listening starts on.....page 44**

The important extra of out-of-home listening is given separate treatment. The emphasis here is how out-of-home listening varies by seasons but other kinds of data are also available

**Spot Radio's Cumulative Audience starts..page 52**

Since cumulative audiences are the only real measure of radio's audience, a special section is devoted to this category. Bulk of the charts cover rate at which audiences accumulate

**Spending and Costs starts on.....page 56**

The basic facts about advertiser expenditures and rates are collected here for the convenience of buyers and researchers. Included is a listing of the top radio agencies in the business

**Network Patterns is on.....page 62**

Three items of interest to network buyers are charted in this section. They include the popularity of various program lengths among buyers, audience reach and the top network shows

**Dimensions starts on.....page 64**

By "dimensions" is meant the basic data on the number of radio homes, radio stations, radio sets and where the sets and homes are located. This is the broad view of the medium

**Set Production is on.....page 68**

Shown here is a picture of radio set production through the years as well as the types of sets that are popular. The figures generally testify to radio's strong hold in the U.S.

**RADIO STATIONS AND REPS starts on..page 70**

Here is a compilation of stations and their reps especially tailored for the timebuyer who has to buy a lot of stations in a hurry—and what timebuyer doesn't have to do that?



## TELEVISION BASICS

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### What's in Television Basics

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In addition to hour-by-hour viewing information, there's some interesting quintile figures about tv's daytime and night-time audience as well as detailed audience composition facts

**Spending and Costs starts on.....page 106**

Here are figures on tv spending through the years and how the advertisers divide their money among network, spot and local media. Also shown are spending by industries and top tv clients

**Network Program Trends starts on.....page 116**

A number of breakdowns compare audiences to the various show categories. There are also facts and figures on network lineups and trends on network program lengths and type of sponsorship

**Color Tv starts on.....page 122**

A summary of color tv's status is followed by a listing (as complete as is practical) of stations equipped for color. Also there's a listing of advertisers who have used color and how



BARTELL FAMILY RADIO

NOW IN ITS 13th YEAR

*Consistency . . . the mark of Professionalism*

AND SOON SERVING OVER

TWENTY MILLION AMERICANS

IS PROUD TO PRESENT

# **“THE CRITICAL YEARS”**

A bold, razor-edged documentary on juvenile delinquency.

Told by “Tommy”, a seventeen-year old who reveals the twisted code of America's misguided youth. His story — his personal crusade

toward good citizenship is breathtaking in its direct

simplicity. Already applauded by government

agencies and distinguished community

leaders, this will be the most widely

discussed broadcasting achievement of

1959. Another in the continuing series of

community services by Bartell Family Radio,

coast to coast.

... about **“THE  
CRITICAL  
YEARS”**



Hon. RICHARD M. NIXON  
*Vice President  
of the United States*

“I want to . . . congratulate  
... Bartell Family Radio  
... this, in truth, represents  
a very real public service”.



Hon. EDMUND G. BROWN  
*Governor,  
State of California*

“In the finest tradition  
of Public Service  
Broadcasting”.

**UPON REQUEST — FREE FOR BROADCASTING —  
FROM DOCUMENTARY PRODUCTIONS DIVISION  
OF BARTELL FAMILY RADIO**

“The Critical Years”  
“The Narcotics Story”  
“The Mental Health Story”

**WRITE BARTELL FAMILY RADIO, P.O. BOX 1629, SAN DIEGO**



WOKY Milwaukee, KYA San Francisco, WAKE Atlanta, WYDE Birmingham, KCBQ San Diego,

WOV New York City (pending)



**Dimensions starts on.....page 128**

These are the base figures of tv advertising—the saturation of tv and where the homes are located. There's also other data showing the rate of tv's growth and its current dimensions

**Set Production is on.....page 131**

Besides the basic set production figures (including a yearly summary of the uhf picture), there are other useful data here on sets, including an eye-opening chart on spending by the public

**TV STATIONS AND REPS starts on.....page 132**

Like the radio listing above, this station compilation is confined to call letters and names of reps, arranged by state and market for the timebuyer who doesn't have time on his hands

**TV HOMES BY COUNTY starts on.....page 137**

This is the updated county-by-county listing put out recently by A. C. Nielsen with 1959 estimates of the number of homes and the percent of homes having tv. A handy list to have around



## FILM & TAPE BASICS

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**What's in Film & Tape Basics**

**Syndication Basics starts on.....page 166**

Contained here is real useful data on both time and program costs for syndication in a number of the top tv markets. You may also be interested in what the big syndication boys buy

**Commercials Basics starts on.....page 168**

Figures on commercial costs and a couple of handy tools are given in this section. The latter include a brace of timing charts for admen closely involved in commercial production

**Tape Basics starts on.....page 171**

The relatively new field of tape is highlighted here in terms of tape coverage of the U.S. and a listing of tape shows now or soon to be in syndication. Useful for both tyro and expert

**Glossary starts on.....page 174**

Of special interest here is a separate section on the new language of tape. The film glossary covers not only production terms but words used in the day-to-day routine of buying



## MARKETING BASICS

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**What's in Marketing Basics**

**"100 million more consumers in 20 years"**

**starts on.....page 182**

Here's a brief article on what the coming U.S. population explosion means to radio and tv. This is a fact of marketing life seldom interpreted in terms of the broadcasting industry

**Population Basics starts on.....page 186**

Not only the current population picture but a Census-eye view of what the future will bring. Other charts cover the Negro market, trends in family size, age breakdowns and other data

**Consumer Spending Basics starts on.....page 194**

Detailed breakdowns on how much consumer spends on various products are presented here. A fundamental group of figures for the radio and tv man who wants to bone up on marketing

**Retailing Basics starts on.....page 198**

A knowledge of retailing is getting to be a must for the buyer aiming at the executive level. Here are some key data on spending by consumers and trends in the food and drug fields

## 5-CITY DIRECTORY

**5-City Directory starts on.....page 205**

SPONSOR's popular listing of the important addresses and phone numbers in the advertising business is reproduced here to make Air Media Basics even more useful. This is an updated version—brand new as of July 1959 and published in advance of the regular booklet. It includes not only advertisers, agencies and representatives, but film distributors, research sources, music makers, promotion outfits and even hotels and restaurants. You'll be referring to this daily

### STAFF FOR SPONSOR'S 13TH ANNUAL AIR MEDIA BASICS

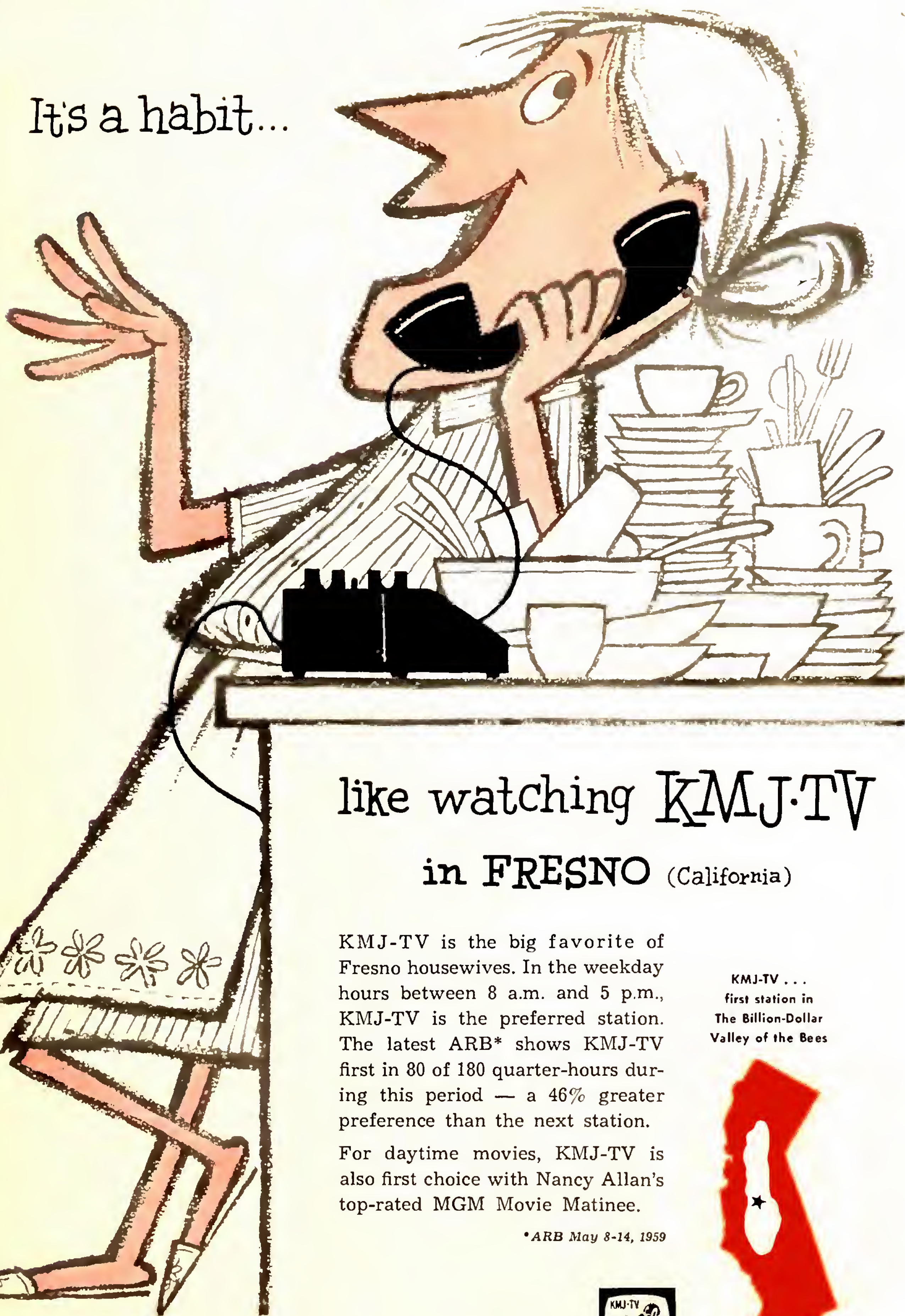
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It's a habit...



## like watching KMJ-TV in FRESNO (California)

KMJ-TV is the big favorite of Fresno housewives. In the weekday hours between 8 a.m. and 5 p.m., KMJ-TV is the preferred station. The latest ARB\* shows KMJ-TV first in 80 of 180 quarter-hours during this period — a 46% greater preference than the next station.

For daytime movies, KMJ-TV is also first choice with Nancy Allan's top-rated MGM Movie Matinee.

\*ARB May 8-14, 1959

KMJ-TV . . .  
first station in  
The Billion-Dollar  
Valley of the Bees



THE KATZ AGENCY, NATIONAL REPRESENTATIVE



LAUGH THINK SCARE CRY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS.



THRILL EXCITE MYSTIFY



ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!



**WHEREVER THERE'S**

**MUSIC**



**.....THERE'S**

**BMI**

**BROADCAST MUSIC INC.** 589 FIFTH AVENUE, NEW YORK 17, N.Y.



# TIMEBUYING BASICS

SECTION

1

effectiveness

sets-in-use

PERSONAL SELLING

40,000

NIGHTTIME

TOP 50 MARKETS

\$150,000

Cost-per-1,000

9-10 p.m.

7:30 a.m.

15%

STATIONS

cumulative audience

**Tools & Tips:** Here is a handy compendium of useful facts for the tv/radio buyer, including easy-to-understand charts on ratings, coverage, spot costs and audience data plus other material to make the timebuyer's life easier



50,000 more watts  
FOR YOUNG PRESENTATION  
**KDAY**

**LOS ANGELES** announces  
the appointment, effective  
July 1, of **ADAM YOUNG, INC.**  
as **national representatives**

Now the Adam Young man is 50,000 watts more  
valuable to you when he comes calling . . . or when you  
call *him* about your Los Angeles marketing plans.

**ADAM YOUNG INC.**

*Representing all that's modern and effective in radio today*

**NEW YORK**  
3 East 54th St.  
New York 22, N.Y.  
Plaza 1-4848

**CHICAGO**  
Prudential Plaza  
Chicago 1, Ill.  
Michigan 2-6190

**ST. LOUIS**  
317 No. Eleventh St.  
St. Louis, Mo.  
MAin 1-5020

**LOS ANGELES**  
6331 Hollywood Blvd.  
Los Angeles 28, Calif.  
HOLlywood 2-2289

**SAN FRANCISCO**  
Russ Bldg. (Rm. 1207)  
San Francisco 4, Calif.  
YUkon 6-6769

**DETROIT**  
2940 Book Bldg.  
Detroit 26, Mich.  
WOodward 3-6919

**ATLANTA**  
1182 W. Peachtree  
Atlanta, Ga.  
TRinity 3-2564



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**NOW...**

**STORIES THAT  
UNMASK  
THE MEN  
WHO RUN  
ORGANIZED  
CRIME!**

# **"THIS MAN**

**An entirely  
NEW KIND OF  
LAW ENFORCEMENT  
AGENCY . . .  
pledged to destroy  
those who prey upon  
the weak, helpless,  
ignorant and poor!**



**"HIRE ME! FIRE ME!**

**But don't tell me how to  
run this police force!"**



# DAWSON"

starring

**KEITH  
ANDES**

as Col. Frank Dawson  
Chief of Law Enforcement.



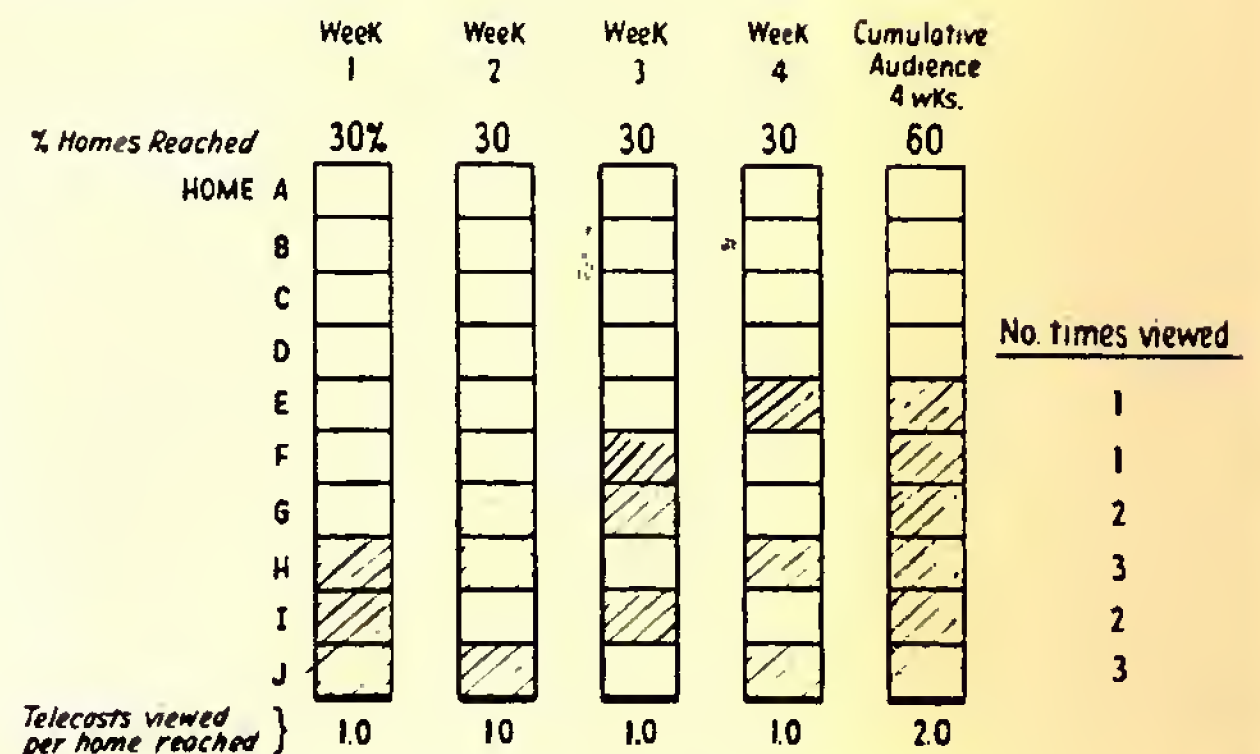


# RATINGS BASICS

## How to understand the cumulative audience concept

### Illustration of four-week cumulative audience

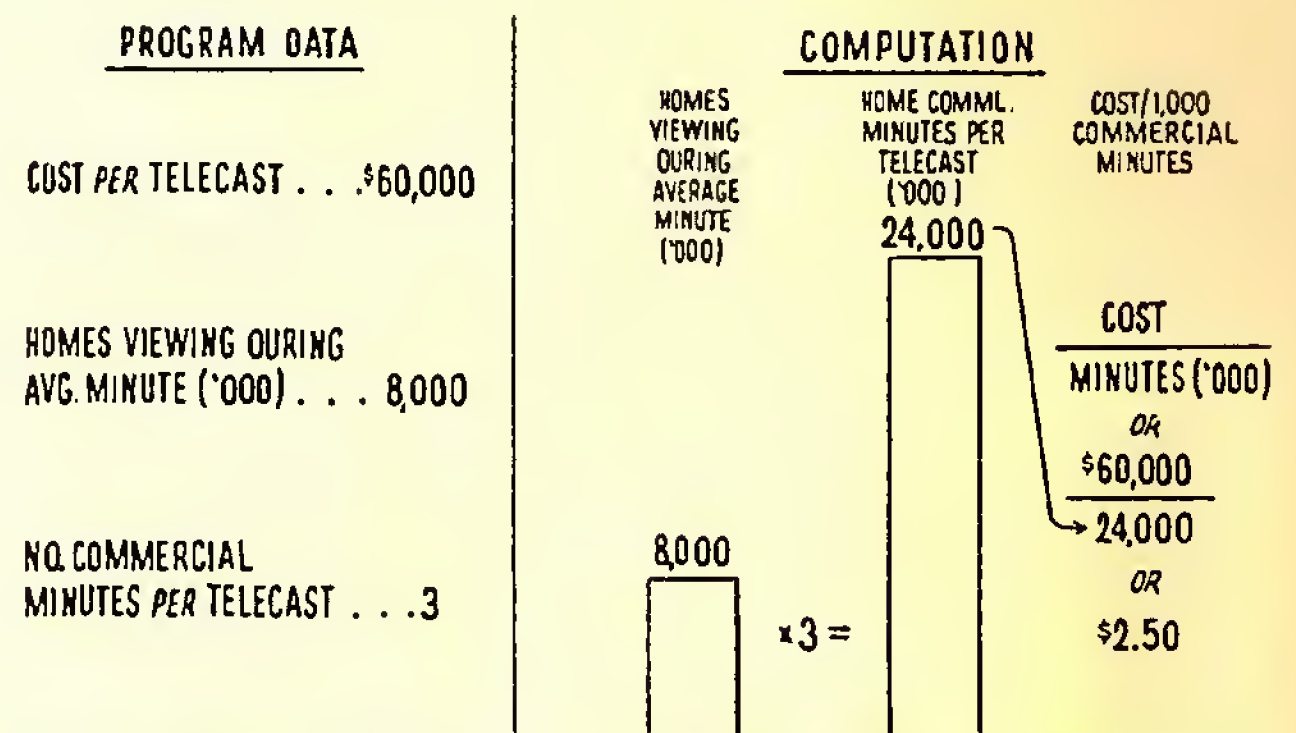
This Nielsen chart shows an example of a program which reaches three out of 10 homes (30 rating) each week for four weeks. A total of six out of 10 different homes tunes the show at one time or another during this period. Thus, the cumulative audience is 60%. Gross rating points (not the same thing) total 120 in this case (30 rating times four). The number of times each home tunes during four weeks varies from one to three times but the average episodes comes to two



## How to calculate cost-per-1,000 homes for a commercial

### Computation of cost-per-1,000 commercial minutes for half-hour show

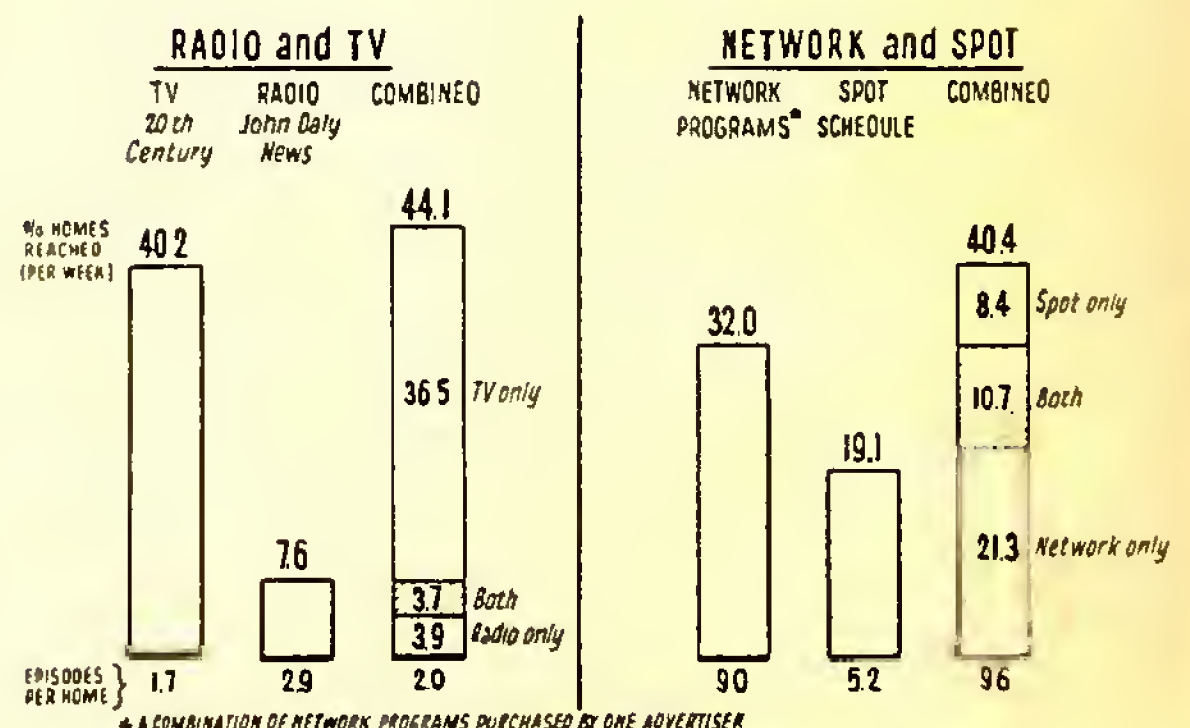
Three figures are needed to calculate CPMHPCM: (1) cost of show and time, (2) homes viewing during average minute—which Nielsen calls average audience and (3) no. of commercial minutes per telecast. Note last three zeroes of homes total is dropped. This is to avoid dividing by 1,000 later on. First, multiply homes times no. of commercial minutes. This gives commercial minute impressions total, or home commercial minutes. Cost of show is divided by home commercial minutes total (minus three zeroes)



## Duplication analyses: what they are

### Typical duplication analyses—total U.S. radio homes basis

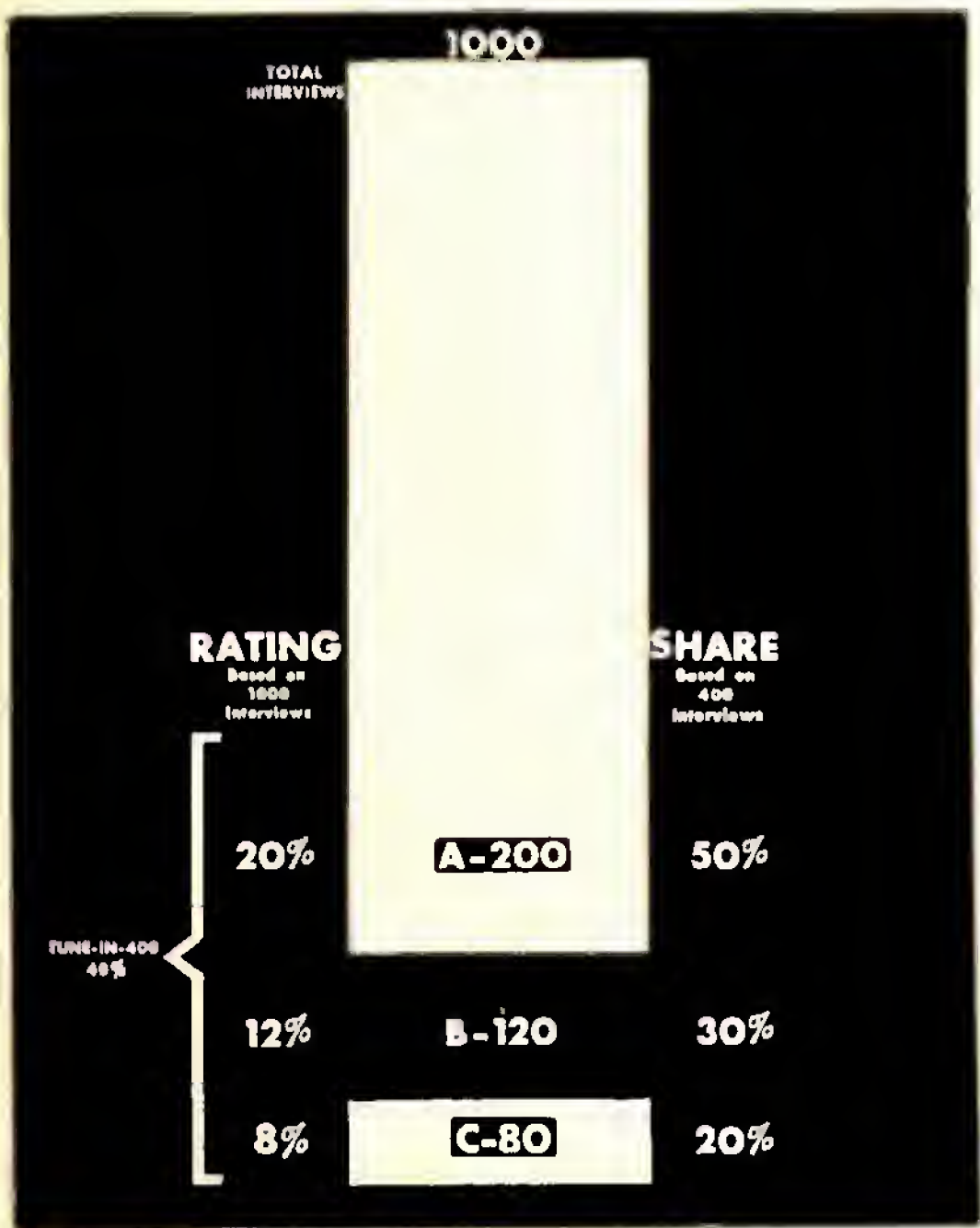
Duplication analyses are made by advertisers to find out how much overlapping in audiences he gets with two or more different media. Two kinds are shown in the Nielsen chart at right. Both represent audiences reached by one advertiser in each case. Left side of the chart shows client reaches 40.2% of U. S. radio homes with tv and 7.6% of radio homes with radio. Half of homes reached with radio are also reached by tv. The combined reach of both media comes to 44.1%, which is an unduplicated homes total





## The difference between a rating and a share

### Explanation of how a rating differs from share of audience

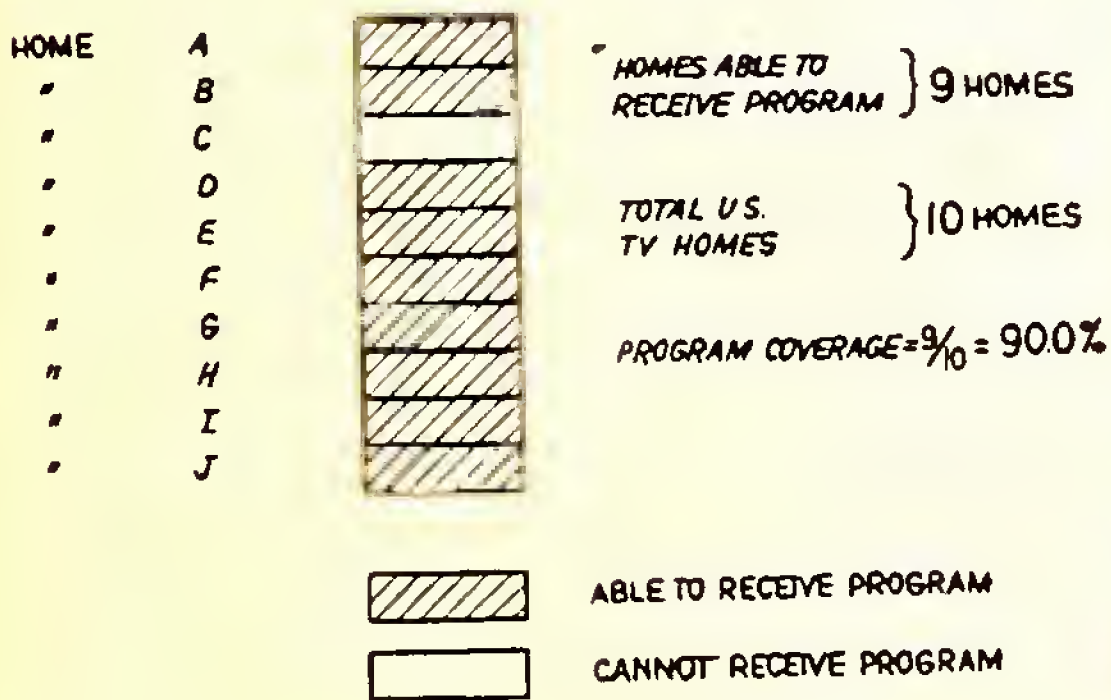


Part of a Katz Agency presentation to familiarize salesmen with a fundamental bit of information on ratings, the chart at left covers a single broadcast period in which 1,000 homes were sampled. Program A was seen (or heard) by 200 sample homes or 20% of the entire sample, Program "B" by 120 sample homes or 12% of the sample, etc. The rating refers to a percent of the sample, while the share refers to a percent of the homes watching (or listening). In this case 1,000 homes equals 100% for the purpose of calculating the rating, while 400 homes equals 100% for purpose of figuring share.

## How program coverage affects ratings

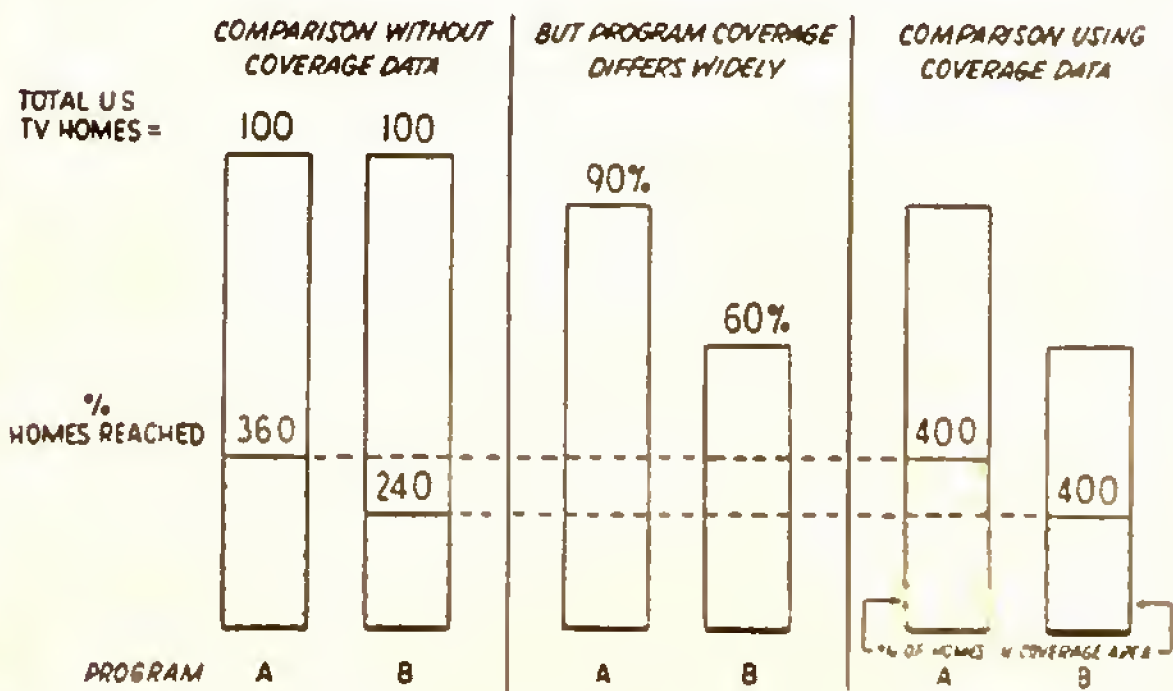
### How two network shows with same rating can reach different-size audiences

#### Computation of program coverage



To show actual program popularity, Nielsen reports ratings on Program Service Basis (PSB). This means the base on which the rating is calculated covers only those homes able to receive the program rather than entire U.S. Chart

#### Comparing ratings of programs with different coverage

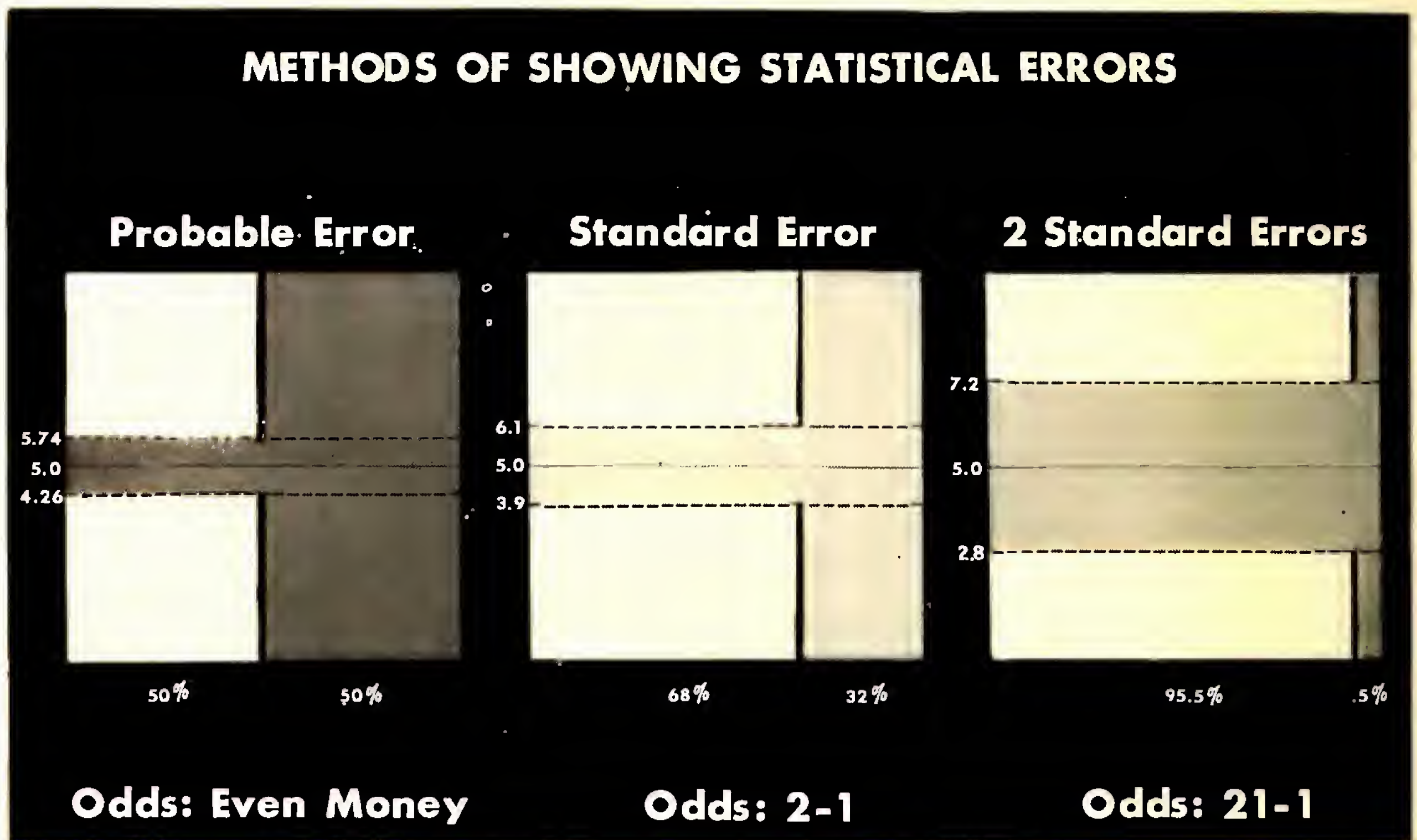


at right shows two hypothetical cases in which program "A" reaches 36% of U.S. homes and program "B" reaches 24%. However program "B" is beamed to only 60% of U.S. tv homes so its rating figures out as high as program "A."



## How to figure out the accuracy of a radio or tv rating

There are a number of ways to quote odds on the accuracy of a rating



Statistical error for tv and radio ratings (at 95% probability level)

RATING	SAMPLE SIZE										
	100	150	200	300	400	500	800	1,000	2,000	5,000	10,000
1	2.0	1.6	1.4	1.1	1.0	0.9	0.7	0.6	0.4	0.3	0.2
2	2.8	2.3	2.0	1.6	1.4	1.2	1.0	0.9	0.6	0.4	0.3
5	4.3	3.5	3.0	2.5	2.2	1.9	1.5	1.4	0.9	0.6	0.4
10	6.0	4.9	4.2	3.4	2.9	2.6	2.1	1.9	1.3	0.8	0.6
20	7.9	6.4	5.6	4.5	3.9	3.5	2.7	2.5	1.8	1.1	0.8
30	9.0	7.4	6.4	5.1	4.5	4.0	3.1	2.8	2.0	1.3	0.9
40	9.6	7.8	6.8	5.5	4.7	4.2	3.4	3.0	2.2	1.3	0.9
50	9.8	8.0	7.0	5.6	4.9	4.4	3.4	3.1	2.2	1.4	1.0

Sampling homes to get a rating is something like shooting dice or playing horses. You can quote odds. Unlike dice or horse-racing, sampling (assuming its probability sampling) gives you a choice of odds. The lower the odds the greater the range of error you can figure on. The higher the odds the less the range of error—or range of confidence, as some people describe it.

At the top of the page are three examples of quoting odds for a given rating, in this case, a 5. Take the "probable error" or even money example. This says, "the chances are 50-50 that if a sample of homes shows a rating of 5, a complete count of the homes would show the actual rating to be between 4.26 and 5.74 (plus or minus .74 rating points)." Most tv and radio researchers prefer tougher odds—specifically

the "2 standard errors" or 21-to-1 odds—since they feel it reduces the chance element (the dark area on the right side of each box above) to a reasonable level.

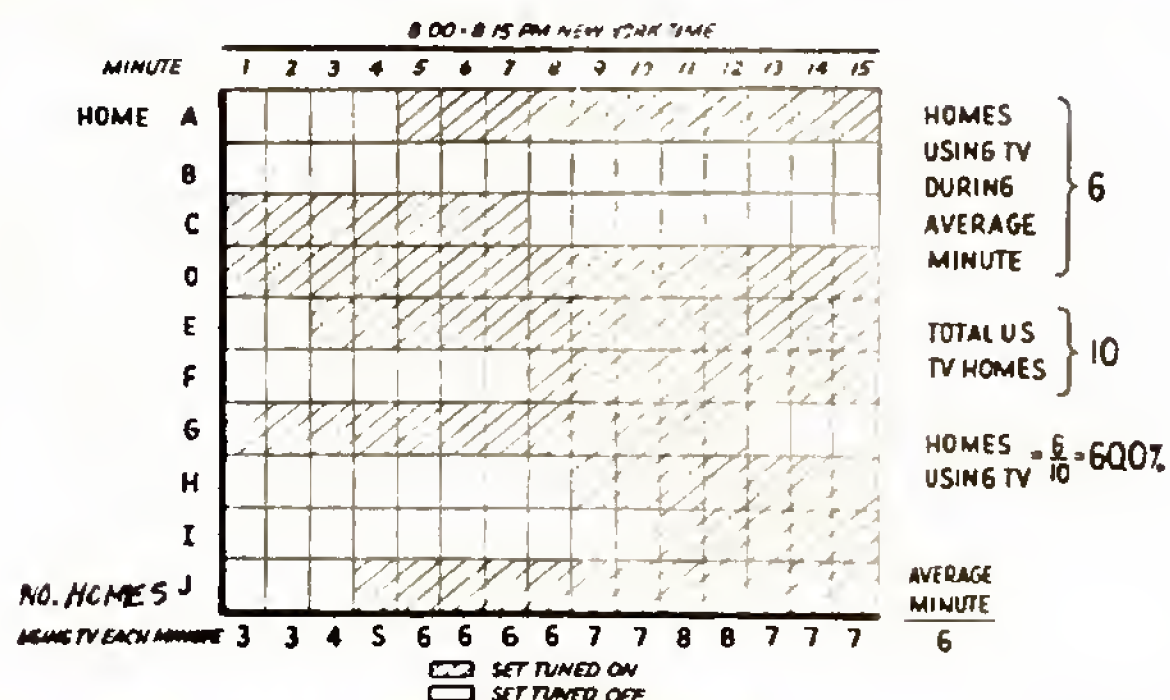
The table above shows the confidence range for the 21-to-1 odds level. Each figure refers to a plus or minus the given rating. Note that this plus or minus differs according to rating and sample size. (In the top chart, the confidence range is for a sample of 400.) A rating of 60 has the same range as a rating of 40; ratings of 70 and 30 also have identical figures, etc. The table, of course, cannot take into account errors due to poor sampling procedures, badly-designed questionnaires, dishonest interviewers, reluctant respondents, etc. Top chart courtesy of the Katz Agency, table courtesy of John Blair and Co.



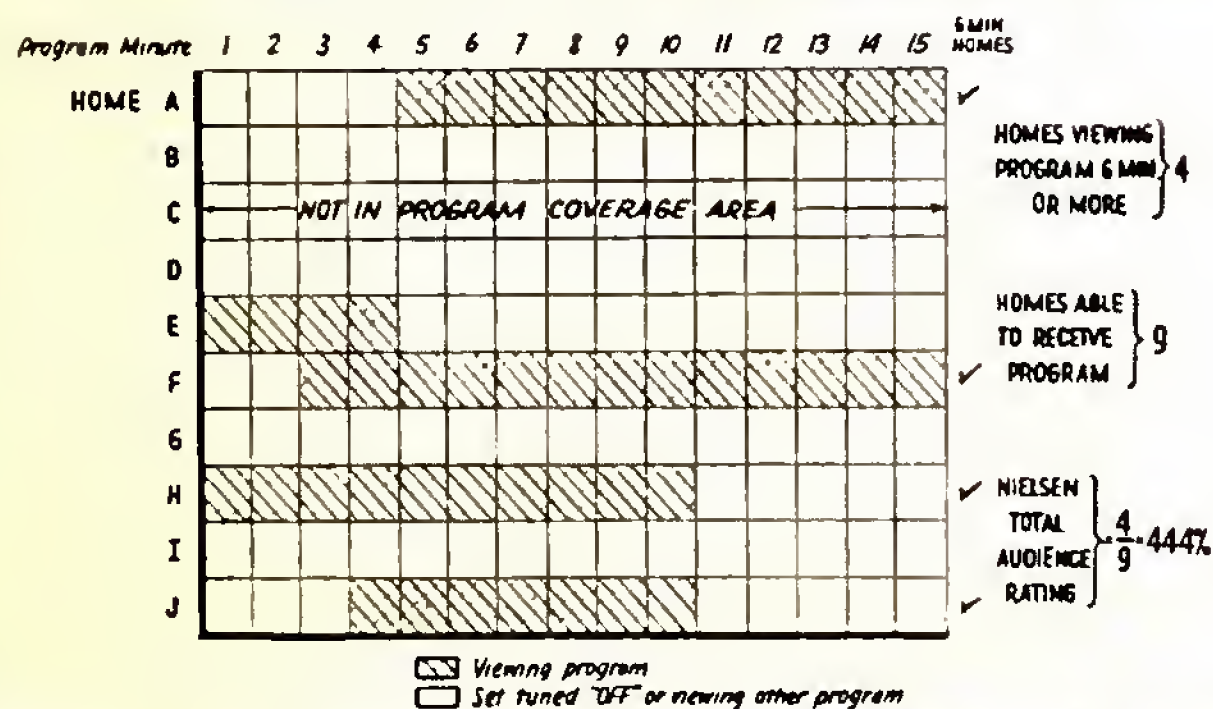
## How to understand some basic Nielsen terminology

The Nielsen phrase, "homes using tv," shows the percent or number of homes in the area measured tuned in to all programs during a specific period of time. It is commonly computed on an average minute basis. Chart at right shows the computation for a 15-minute period. Note how the varying home totals for each minute (at bottom of chart) are averaged for the quarter-hour—in this case six homes. Since the hypothetical total homes is 10, figure is 60% of total tv homes using television

### Computation of homes using tv

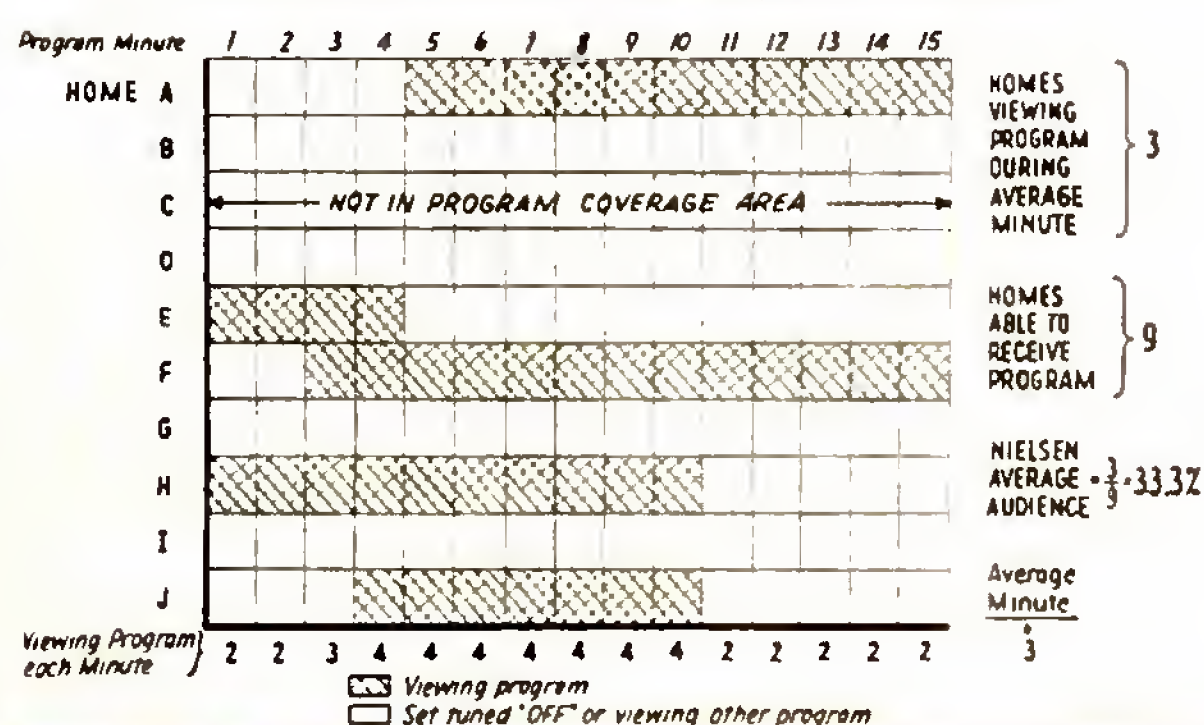


### Computation of total audience



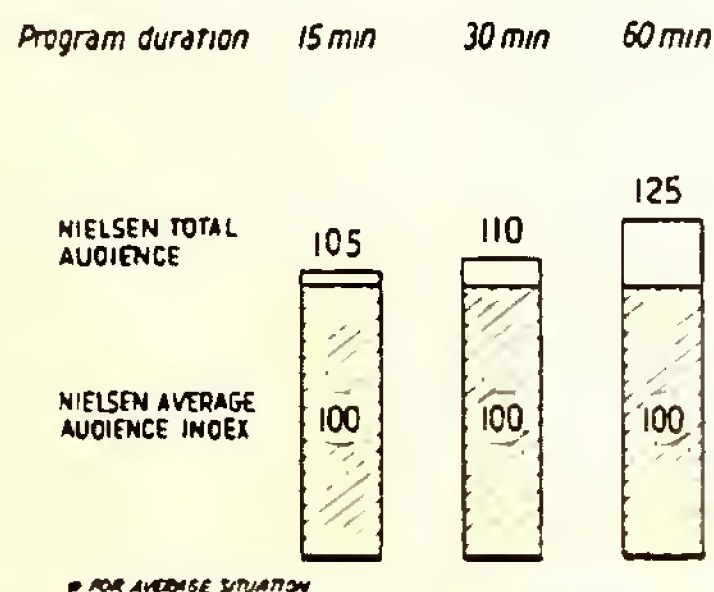
"Total audience" is a program rating. Note that Nielsen excludes homes not able to receive the program from the base on which the rating is calculated. Note also that homes viewing less than six minutes are excluded from the total audience figure. This is done on the theory that idle dial twirling will result in some homes viewing the program for short periods—homes the advertiser is really not interested in. Since nine homes were able to tune the program and four did so, the TA rating is 44.4% (and a very good rating, too). The advertiser can, if he wishes, use the total tv home base, in which case the total audience rating would be 40%

### Computation of average audience



### Relationship of average audience to total audience

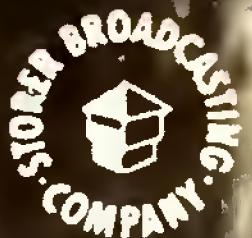
For programs of different durations \*



In comparing the program popularity of shows of different lengths, the average audience rather than the total audience is used. The chart at left shows why. An hour show usually has a larger TA rating because it has more time to attract an audience. Figures shown in the chart represent average situations. In calculating homes per commercial minute AA is used with the actual number of homes to indicate the likely audience to a commercial in the show. Note AA is average for period



famous on the local scene



## Storer Broadcasting Company

**WVVA**  
Wheeling

**WIBG**  
Philadelphia

**WSPD**  
Toledo

**WJW**  
Cleveland

**WJBK**  
Detroit

**WBSS**  
Miami

**WAGA-TV**  
Atlanta

**WSPD-TV**  
Toledo

**WJW-TV**  
Cleveland

**WJBK-TV**  
Detroit

**WITI-TV**  
Milwaukee

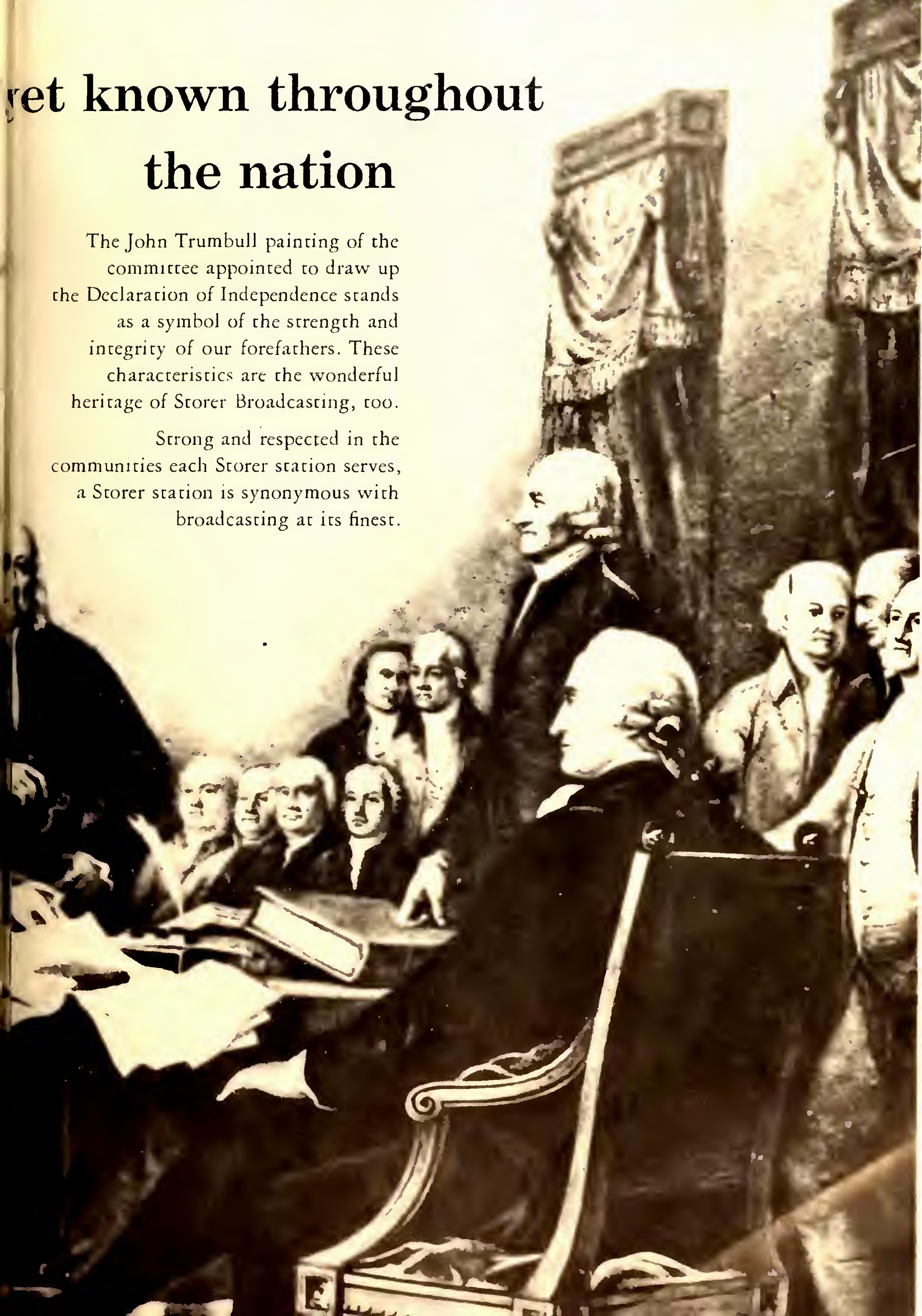
National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 1-4934



# get known throughout the nation

The John Trumbull painting of the committee appointed to draw up the Declaration of Independence stands as a symbol of the strength and integrity of our forefathers. These characteristics are the wonderful heritage of Storer Broadcasting, too.

Strong and respected in the communities each Storer station serves, a Storer station is synonymous with broadcasting at its finest.

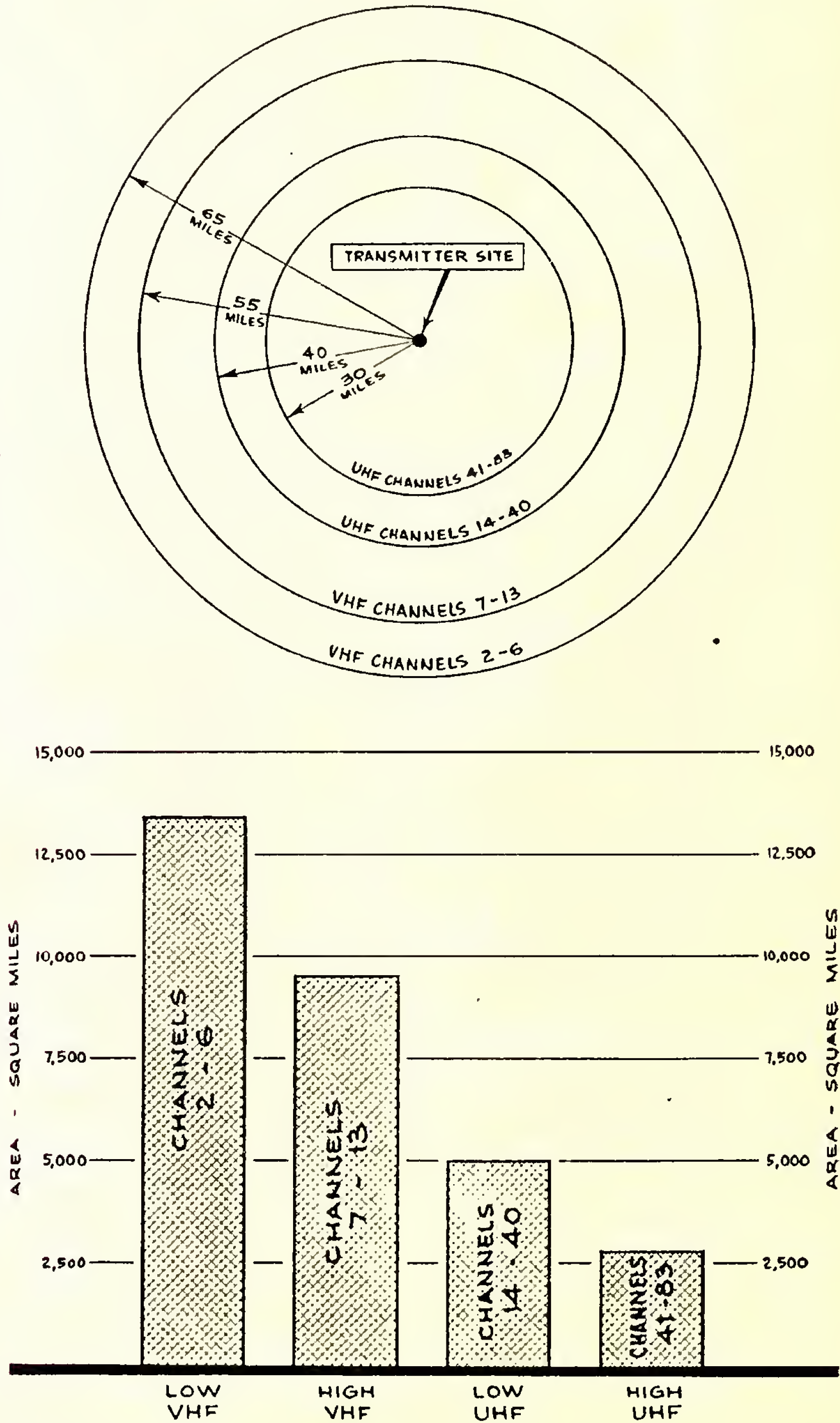




# COVERAGE BASICS

The distances covered by good quality tv signals

How vhf coverages compares with uhf



Using material from Television Allocations Study Organization (TASO), AMST chart shows that low-band vhf stations get out twice as far as high-band uhf outlets and cover, in terms of square miles, about five times as much territory





**news...  
with  
interest**

*"For over a decade we have sponsored  
the World News Roundup on WRC Radio.  
The results have been most gratifying  
and are convincing evidence  
that 'The Sound of Quality' on WRC  
creates the believability and prestige  
which is so important in selling  
our savings and loan services to prospective customers."  
(signed) Edward Baltz, President,  
Perpetual Building Association, Washington, D.C.  
Further proof that the image of quality  
for your products and services  
is enhanced when you use  
the "Sound of Quality" on*

**WRC** *NBC Owned*

*980 in Washington, D.C. Sold by NBC Spot Sales*

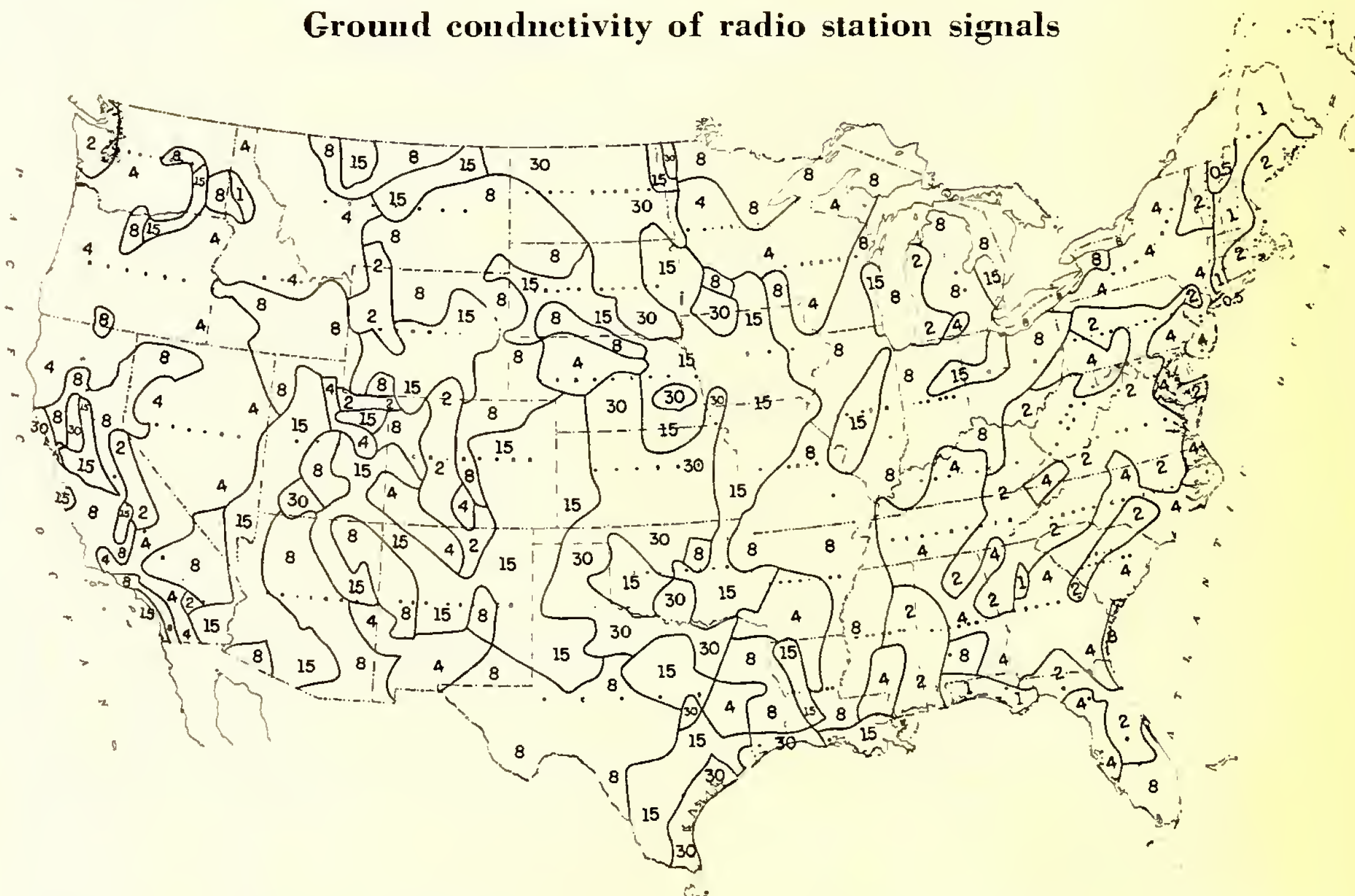


# The reach of radio station signals (during the day)

Radio station coverage in miles by power, frequency and ground conductivity  
(0.5 millivolt contour only)

Ground conductivity	Kilocycles 1500 1000 550			Kilocycles 1500 1000 550		
	250 watts			500 watts		
Very poor	7 miles	10 miles	20 miles	9 miles	12 miles	23 miles
Fair	18	27	52	20	32	62
Excellent	43	63	99	50	77	122
	1,000 watts			5,000 watts		
Very poor	9	14	27	14	22	40
Fair	24	38	73	37	58	111
Excellent	60	92	143	90	140	225
	10,000 watts			50,000 watts		
Very poor	19	28	51	27	40	75
Fair	46	72	138	68	103	190
Excellent	112	170	270	150	220	340

Ground conductivity of radio station signals



How to read the numbers in the map above:

0.5-2 means very poor ground conductivity  
4 means poor ground conductivity

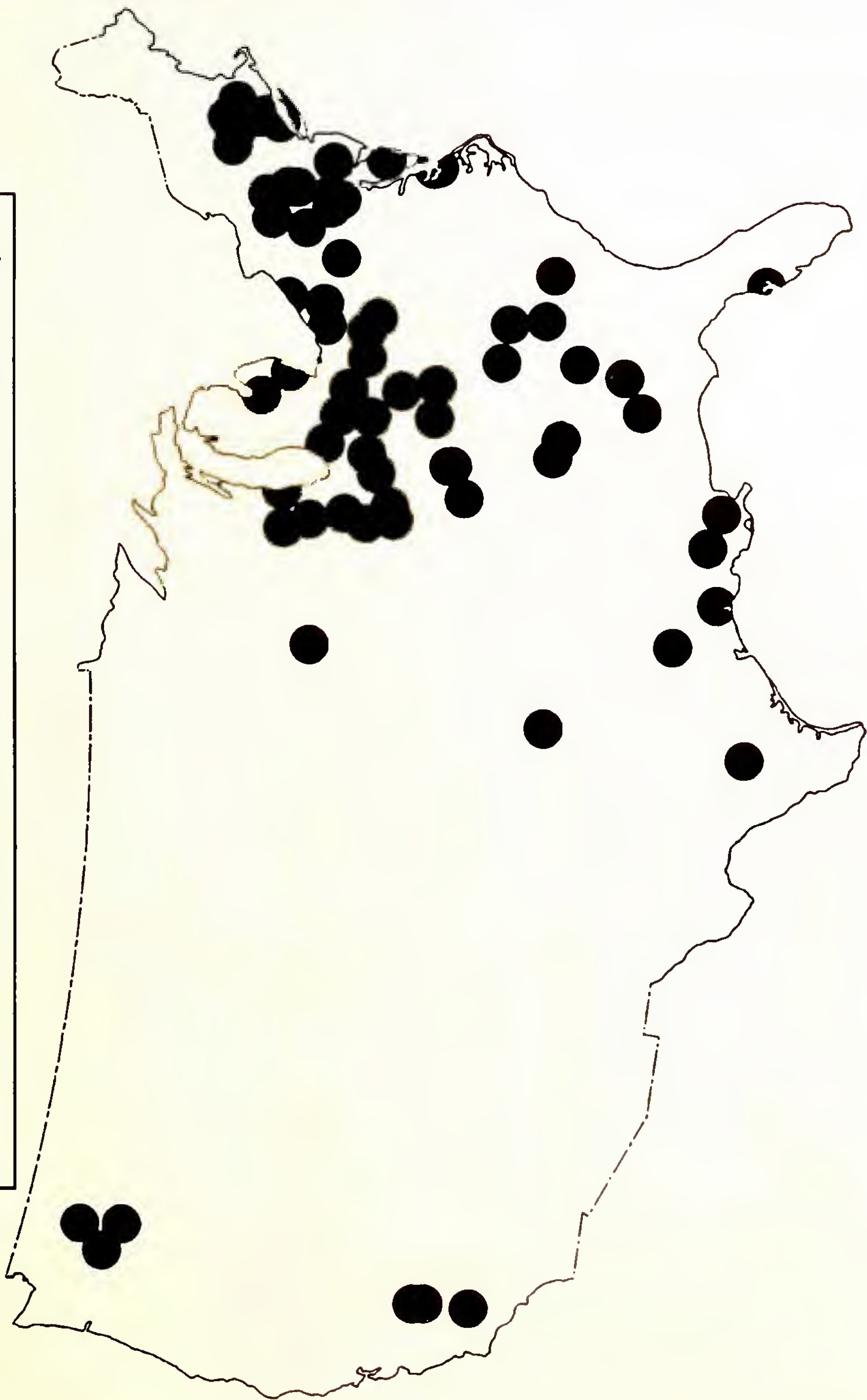
8 means fair ground conductivity  
15 means good ground conductivity  
30 means excellent ground conductivity

The reach of radio signals is determined primarily by power, position on the dial and ground conductivity. More power means greater reach. Lower frequencies mean more reach than higher frequencies. Some types of land, particularly flat, moist prairie land, help signals get more reach than other types of land. The 0.5 millivolt contour is the practical limit to usable daytime reception, though, under certain circumstances, a 0.1 millivolt contour can be used as the "outer ring" of signal coverage. With 30 meaning excellent ground conductivity, seawater conductivity is estimated at 5,000.



## Uhf stations are concentrated in the northeastern U. S.

AREAS WITHIN "CRITICAL DISTANCE" OF OPERATING UHF TELEVISION STATIONS. (EXCLUDING TRANSLATORS)



This map was prepared for the Association of Maximum Service Telecasters by A. D. Ring & Associates, consulting radio engineers. "Critical distance" is defined as the average distance out to which "service of consistently good quality" may be expected. This distance is in accordance with the findings of the Tv Allocations Study Organization, video industry group



# TIMEBUYER'S TOOLS

## The Daylight Saving Time picture in the top markets

How the top 100 metropolitan markets are affected by Daylight Saving Time changes

Market rank	Winter time	Summer time	MARKET	Hours behind EDT	Market rank	Winter time	Summer time	MARKET	Hours behind EDT
49	EST	EDST	Akron	0	41	CST	CST	Memphis	2
40	EST	EDST	Albany-Schenectady-Troy	0	25	EST	EST	Miami	1
51	EST	EDST	Allentown-Bethlehem-Easton	0	16	CST	CDST	Milwaukee	1
20	EST	EST	Atlanta	1	13	CST	CDST	Minneapolis-St. Paul	1
86	EST	EST	Augusta	1	82	CST	CST	Mobile	2
83	PST	PDST	Bakersfield	3	63	CST	CST	Nashville	2
12	EST	EDST	Baltimore	0	34	EST	EDST	New Haven-Waterbury	0
33	CST	CST	Birmingham	2	22	CST	CST	New Orleans	2
6	EST	EDST	Boston	0	1	EST	EDST	New York-N. E. New Jersey	0
35	EST	EDST	Bridgeport-Stamford-Norwalk	0	43	EST	EST	Norfolk-Portsmouth	1
60	CST	CST	Brownsville-Harlingen-McAllen	2	56	CST	CST	Oklahoma City	2
14	EST	EDST	Buffalo	0	53	CST	CST	Omaha	2
73	EST	EDST	Canton	0	81	CST	CDST	Peoria	1
68	EST	EST	Charleston, W. Va.	1	4	EST	EDST	Philadelphia	0
99	EST	EST	Charlotte	1	46	MST	MST	Phoenix	3
80	EST	EST	Chattanooga	1	8	EST	EDST	Pittsburgh	0
2	CST	CDST	Chicago	1	23	PST	PST	Portland, Ore.	4
17	EST	EST	Cincinnati	1	75	EST	EDST	Poughkeepsie-Newburgh-Beacon	0
11	EST	EDST	Cleveland	0	27	EST	EDST	Providence-Pawtucket	0
100	EST	EST	Columbus, Ga.	1	90	EST	EDST	Reading	0
32	EST	EST	Columbus, Ohio	1	61	EST	EST	Richmond	1
94	CST	CST	Corpus Christi	2	42	EST	EDST	Rochester	0
21	CST	CST	Dallas	2	54	PST	PDST	Sacramento	3
88	CST	CDST	Davenport-Rock Island-Moline	1	67	MST	MST	Salt Lake City	3
44	EST	EST	Dayton	1	36	CST	CST	San Antonio	2
26	MST	MST	Denver	3	29	PST	PDST	San Bernardino-Riverside-Ontario	3
92	CST	CST	Des Moines	2	19	PST	PDST	San Diego	3
5	EST	EST	Detroit	1	7	PST	PDST	San Francisco-Oakland	3
85	CST	CDST	Duluth-Superior	1	47	PST	PDST	San Jose	3
79	MST	MST	El Paso	3	93	EST	EDST	Scranton	0
98	EST	EDST	Erie	0	24	PST	PST	Seattle	4
57	EST	EDST	Fall River-New Bedford	0	91	CST	CST	Shreveport	2
65	EST	EST	Flint	1	95	CST	CDST	South Bend	1
45	CST	CST	Fort Worth	2	84	PST	PST	Spokane	4
70	PST	PDST	Fresno	3	48	EST	EDST	Springfield-Holyoke	0
66	EST	EST	Grand Rapids	1	9	CST	CDST	St. Louis	1
72	EST	EDST	Harrisburg	0	58	EST	EDST	Syracuse	0
30	EST	EDST	Hartford-New Britain	0	76	PST	PST	Tacoma	4
52	HST	HST	Honolulu	6	37	EST	EST	Tampa-St. Petersburg	1
15	CST	CST	Houston	2	50	EST	EST	Toledo	1
87	EST	EST	Huntington-Ashland	1	89	EST	EDST	Trenton	0
31	EST	EST	Indianapolis	1	71	CST	CST	Tulsa	2
55	EST	EST	Jacksonville	1	77	EST	EDST	Utica-Rome	0
78	EST	EDST	Johnstown	0	10	EST	EDST	Washington, D. C.	0
18	CST	CST	Kansas City	2	64	EST	EDST	Wheeling-Steubenville	0
62	EST	EST	Knoxville	1	74	CST	CST	Wichita	2
96	EST	EDST	Lancaster	0	59	EST	EDST	Wilkes-Barre-Hazleton	0
97	CST	CST	Little Rock-North Little Rock	2	69	EST	EDST	Wilmington	0
3	PST	PDST	Los Angeles-Long Beach	3	38	EST	EDST	Worcester	0
28	CST	CDST	Louisville	1	39	EST	EDST	Youngstown	0

\*SOURCE: NBC Spot Sales, market rank estimated by "Sales Management," 1958, information as of April 1959



## How to figure expiration and renewal dates fast

## CALENDAR FOR RAPID CALCULATION OF EXPIRATIONS, RENEWALS

STARTING DATE								EXPIRATION OR RENEWAL DATE																															
								13 Weeks							26 Weeks							39 Weeks							52 Weeks										
1958	S	M	T	W	T	F	S	1959	S	M	T	W	T	F	S	1959	S	M	T	W	T	F	S	1959	S	M	T	W	T	F	S	1959	S	M	T	W	T	F	S
DEC.	28	29	30	31	1	2	3	MAR.	22	23	24	25	26	27	28	JUNE	21	22	23	24	25	26	27	SEPT.	20	21	22	23	24	25	26	DEC.	20	21	22	23	24	25	26
1959	4	5	6	7	8	9	10	APR.	29	30	31	1	2	3	4	JULY	28	29	30	1	2	3	4	OCT.	27	28	29	30	1	2	3	1960	27	28	29	30	31	1	2
JAN.	11	12	13	14	15	16	17		5	6	7	8	9	10	11		5	6	7	8	9	10	11		4	5	6	7	8	9	10	JAN.	3	4	5	6	7	8	9
	18	19	20	21	22	23	24		12	13	14	15	16	17	18		12	13	14	15	16	17	18		11	12	13	14	15	16	17		10	11	12	13	14	15	16
	25	26	27	28	29	30	31		19	20	21	22	23	24	25		19	20	21	22	23	24	25		18	19	20	21	22	23	24		17	18	19	20	21	22	23
FEB.	1	2	3	4	5	6	7	MAY	26	27	28	29	30	1	2	AUG.	26	27	28	29	30	31	1	NOV.	25	26	27	28	29	30	31		24	25	26	27	28	29	30
	8	9	10	11	12	13	14		3	4	5	6	7	8	9		2	3	4	5	6	7	8		1	2	3	4	5	6	7	FEB.	31	1	2	3	4	5	6
	15	16	17	18	19	20	21		10	11	12	13	14	15	16		9	10	11	12	13	14	15		8	9	10	11	12	13	14		7	8	9	10	11	12	13
	22	23	24	25	26	27	28		17	18	19	20	21	22	23		16	17	18	19	20	21	22		15	16	17	18	19	20	21		14	15	16	17	18	19	20
MAR.	1	2	3	4	5	6	7		24	25	26	27	28	29	30		23	24	25	26	27	28	29		22	23	24	25	26	27	28		21	22	23	24	25	26	27
	8	9	10	11	12	13	14	JUNE	31	1	2	3	4	5	6	SEPT.	30	31	1	2	3	4	5	DEC.	29	30	1	2	3	4	5	MAR.	28	29	1	2	3	4	5
	15	16	17	18	19	20	21		7	8	9	10	11	12	13		6	7	8	9	10	11	12		6	7	8	9	10	11	12		6	7	8	9	10	11	12
	22	23	24	25	26	27	28		14	15	16	17	18	19	20		13	14	15	16	17	18	19		13	14	15	16	17	18	19		13	14	15	16	17	18	19
APR.	29	30	31	1	2	3	4		21	22	23	24	25	26	27		20	21	22	23	24	25	26	1960	20	21	22	23	24	25	26		20	21	22	23	24	25	26
	5	6	7	8	9	10	11	JULY	28	29	30	1	2	3	4	OCT.	27	28	29	30	1	2	3	JAN.	27	28	29	30	31	1	2	APR.	27	28	29	30	31	1	2
	12	13	14	15	16	17	18		5	6	7	8	9	10	11		4	5	6	7	8	9	10		3	4	5	6	7	8	9		3	4	5	6	7	8	9
	19	20	21	22	23	24	25		12	13	14	15	16	17	18		11	12	13	14	15	16	17		10	11	12	13	14	15	16		10	11	12	13	14	15	16
MAY	26	27	28	29	30	1	2		19	20	21	22	23	24	25		18	19	20	21	22	23	24		17	18	19	20	21	22	23		17	18	19	20	21	22	23
	3	4	5	6	7	8	9	AUG.	26	27	28	29	30	31	1		25	26	27	28	29	30	31		24	25	26	27	28	29	30		24	25	26	27	28	29	30
	10	11	12	13	14	15	16		2	3	4	5	6	7	8	NOV.	1	2	3	4	5	6	7	FEB.	31	1	2	3	4	5	6	MAY	1	2	3	4	5	6	7
	17	18	19	20	21	22	23		9	10	11	12	13	14	15		8	9	10	11	12	13	14		7	8	9	10	11	12	13		8	9	10	11	12	13	14
	24	25	26	27	28	29	30		16	17	18	19	20	21	22		15	16	17	18	19	20	21		14	15	16	17	18	19	20		15	16	17	18	19	20	21
JUNE	31	1	2	3	4	5	6		23	24	25	26	27	28	29		22	23	24	25	26	27	28		21	22	23	24	25	26	27		22	23	24	25	26	27	28
	7	8	9	10	11	12	13	SEPT.	30	31	1	2	3	4	5	DEC.	29	30	1	2	3	4	5	MAR.	28	29	1	2	3	4	5	JUNE	29	30	31	1	2	3	4
	14	15	16	17	18	19	20		6	7	8	9	10	11	12		6	7	8	9	10	11	12		6	7	8	9	10	11	12		5	6	7	8	9	10	11
	21	22	23	24	25	26	27		13	14	15	16	17	18	19		13	14	15	16	17	18	19		13	14	15	16	17	18	19		12	13	14	15	16	17	18
JULY	28	29	30	1	2	3	4		20	21	22	23	24	25	26	1960	20	21	22	23	24	25	26		20	21	22	23	24	25	26		19	20	21	22	23	24	25
	5	6	7	8	9	10	11	OCT.	27	28	29	30	1	2	3	JAN.	27	28	29	30	31	1	2	APR.	27	28	29	30	31	1	2	JULY	26	27	28	29	30	1	2
	12	13	14	15	16	17	18		4	5	6	7	8	9	10		3	4	5	6	7	8	9		3	4	5	6	7	8	9		3	4	5	6	7	8	9
	19	20	21	22	23	24	25		11	12	13	14	15	16	17		10	11	12	13	14	15	16		10	11	12	13	14	15	16		10	11	12	13	14	15	16
AUG.	26	27	28	29	30	31	1		18	19	20	21	22	23	24		17	18	19	20	21	22	23		17	18	19	20	21	22	23		17	18	19	20	21	22	23
	2	3	4	5	6	7	8		25	26	27	28	29	30	31		24	25	26	27	28	29	30		24	25	26	27	28	29	30		24	25	26	27	28	29	30
	9	10	11	12	13	14	15	NOV.	1	2	3	4	5	6	7	FEB.	31	1	2	3	4	5	6	MAY	1	2	3	4	5	6	7	AUG.	31	1	2	3	4	5	6
	16	17	18	19	20	21	22		8	9	10	11	12	13	14		7	8	9	10	11	12	13		8	9	10	11	12	13	14		7	8	9	10	11	12	13
	23	24	25	26	27	28	29		15	16	17	18	19	20	21		14	15	16	17	18	19	20		15	16	17	18	19	20	21		14	15	16	17	18	19	20
SEPT.	30	31	1	2	3	4	5		22	23	24	25	26	27	28		21	22	23	24	25	26	27		22	23	24	25	26	27	28		21	22	23	24	25	26	27
	6	7	8	9	10	11	12	DEC.	29	30	1	2	3	4	5	MAR.	28	29	1	2	3	4	5	JUNE	29	30	31	1	2	3	4	SEPT.	28	29	30	31	1	2	3
	13	14	15	16	17	18	19		6	7	8	9	10	11	12		6	7	8	9	10	11	12		5	6	7	8	9	10	11		4	5	6	7	8	9	10
	20	21	22	23	24	25	26		13	14	15	16	17	18	19		13	14	15	16	17	18	19		12	13	14	15	16	17	18		11	12	13	14	15	16	17
	27	28	29	30	1	2	3	1960	20	21	22	23	24	25	26		20	21	22	23	24	25	26		19	20	21	22	23	24	25		18	19	20	21	22	23	24
OCT.	4	5	6	7	8	9	10	JAN.	27	28	29	30	31	1	2	APR.	27	28	29	30	31	1	2	JULY	26	27	28	29	30	1	2	OCT.	25	26	27	28	29	30	1
	11	12	13	14	15	16	17		3	4	5	6	7	8	9		3	4	5	6	7	8	9		3	4	5	6	7	8	9		2	3	4	5	6	7	8
	18	19	20	21	22	23	24		10	11	12	13	14	15	16		10	11	12	13	14	15	16		10	11	12	13	14	15	16		9	10	11	12	13	14	15
	25	26	27	28	29	30	31		17	18	19	20	21	22	23		17	18	19	20	21	22	23		17	18	19	20	21	22	23		16	17	18	19	20	21	22
Nov.	1	2	3	4	5	6	7		24	25	26	27	28	29	30		24	25	26	27	28	29	30		24	25	26	27	28	29	30		23	24	25	26	27	28	29
	8	9	10	11	12	13	14	FEB.	31	1	2	3	4	5	6	MAY	1	2	3	4	5	6	7	AUG.	31	1	2	3	4	5	6	Nov.	30	31	1	2	3	4	5
	15																																						

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**To calculate expiration date:** Under starting date, use the day of the broadcast that ends the first week's cycle of your schedule. The date of final broadcast will be the same day of the week, on the same horizontal line under 13, 26, 39 or 52 weeks

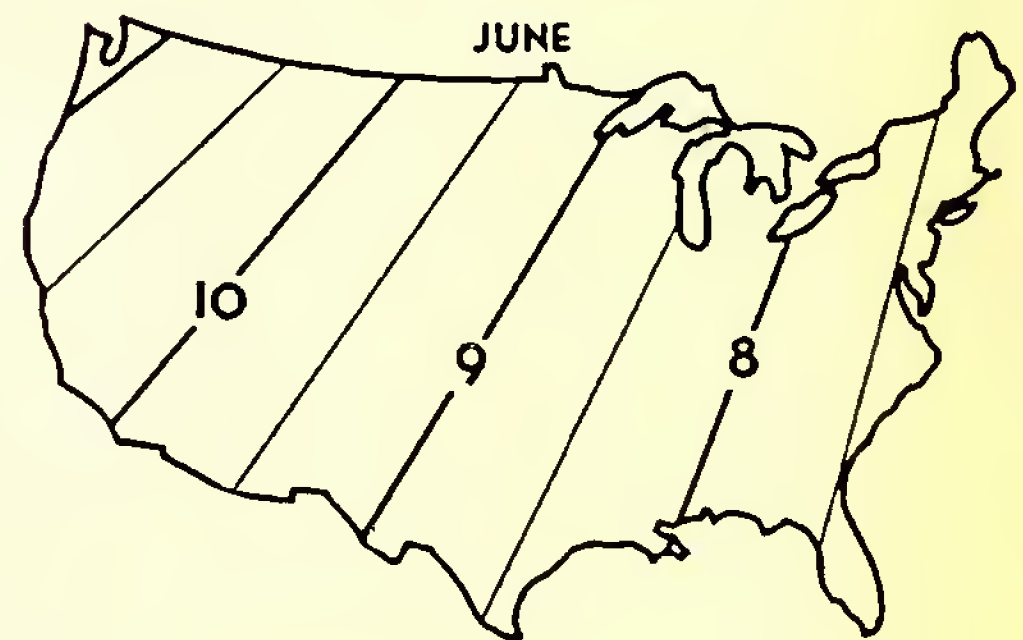
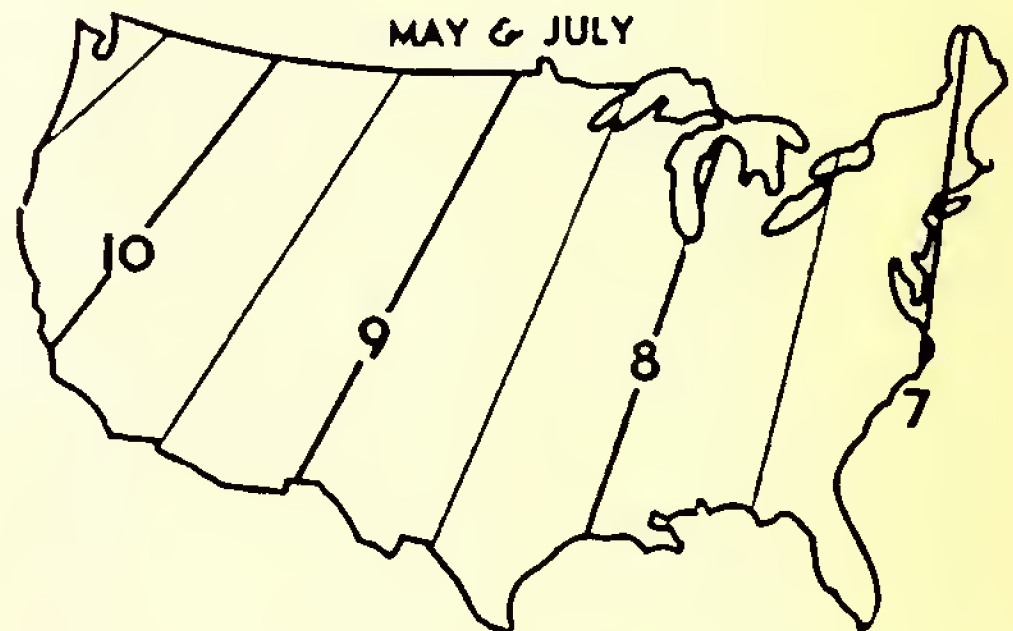
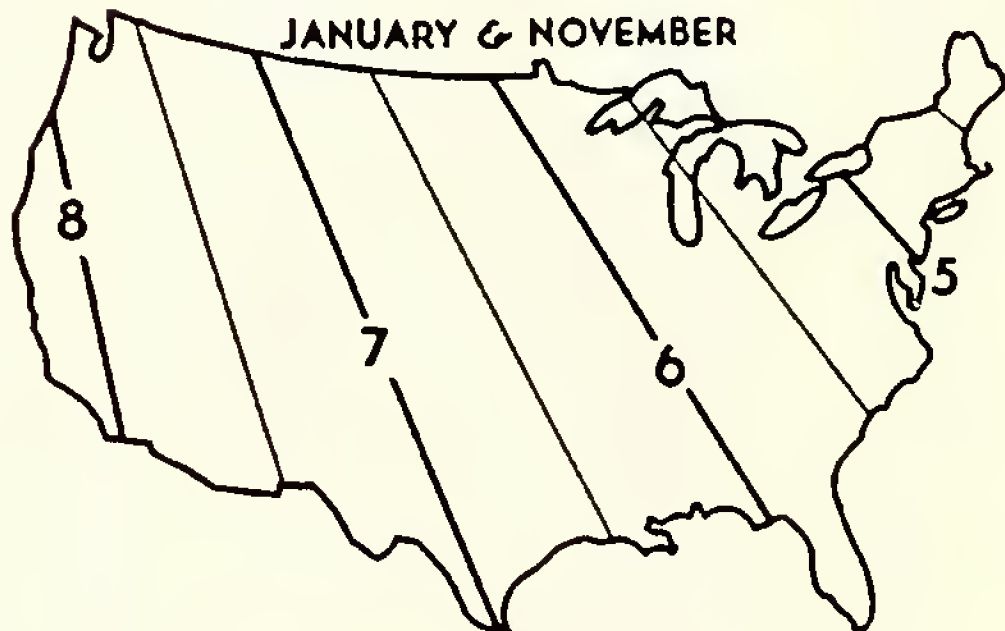
**To calculate renewal date:** Under starting date, use the day of the broadcast that begins the second week's cycle of your schedule. The renewal date will be the same day of the week, on the same horizontal line under either 13, 26, 39 or 52 weeks

The above calendar is published courtesy of The Katz Agency, Inc., New York City



## How network show buyers can figure out what part of the U. S. is in darkness (or not in darkness) when their program is aired

Sunset lines by months of the year



These NBC maps show what part of the country is in darkness at the start of and during your network program for each month of the year, based on New York Standard Time. For example: If your program starts at 8 p.m., N.Y.T., in April all stations to the east of the 8 p.m. line are in darkness. As the program progresses the sunset line moves westward. During Daylight Saving Time use the 7 p.m. line for your 8 o'clock program



# COST BASICS

## How to figure the cost of a spot radio campaign

### A. Cost per minute announcement for spot radio campaigns in 150 markets or less

(Based on a weekday schedule of 12 one-minute announcements per week for 13 weeks)

No. of markets	Early morning-late afternoon	Daytime	Evening	One-time rate Daytime
1st 10 markets	\$ 697.56	\$ 578.68	\$ 501.68	\$ 798.00
1st 20 markets	1,093.01	916.50	836.00	1,249.50
1st 30 markets	1,468.19	1,239.05	1,124.55	1,657.75
1st 40 markets	1,713.76	1,445.55	1,254.55	1,947.50
1st 50 markets	1,962.94	1,664.38	1,437.38	2,225.50
1st 60 markets	2,146.87	1,816.23	1,569.13	2,427.50
1st 70 markets	2,287.20	1,930.86	1,671.51	2,595.00
1st 80 markets	2,421.06	2,052.91	1,773.91	2,755.50
1st 90 markets	2,520.28	2,141.78	1,847.28	2,880.70
1st 100 markets	2,626.34	2,243.19	1,943.04	3,017.40
1st 110 markets	2,719.94	2,331.69	2,017.19	3,132.90
1st 120 markets	2,809.29	2,415.80	2,084.26	3,242.65
1st 130 markets	2,900.32	2,494.58	2,161.29	3,361.15
1st 140 markets	2,980.02	2,568.93	2,206.89	3,464.65
1st 150 markets	3,060.67	2,634.29	2,272.25	3,564.65

### B. How to calculate spot radio costs for campaigns of various lengths

#### SPOT RADIO ESTIMATING FORMULA

(Based on one-minute announcement rates—100% = one-time daytime rate)

#### COST PER ANNOUNCEMENT

One-time rate	Daytime 100%	Early morning-late afternoon 111%	Evening 92%
<b>12 annets. per week</b>			
13 weeks	75%	88%	66%
26 weeks	71	83	62
39 weeks	70	82	62
52 weeks	69	80	60
<b>24 annets. per week</b>			
13 weeks	64%	78%	56%
26 weeks	62	75	54
39 weeks	62	75	54
52 weeks	61	73	53

The dollar figures above were put together by the Katz Agency. Rates, from November 1958 SRDS, are based on the use of one station in each market. The market list is ranked in order of the largest daytime weekly circulation shown by NCS No. 2. Early morning-late afternoon column is the average of rates between 7 & 9 a.m. and 4 & 6 p.m. Daytime refers to the rate in effect for most hours between 6 and 11 p.m. Estimating formula shows percentages for calculating 12- and 24-announcement campaigns of various lengths compared with the one-time daytime rate (the right-hand

column in the top chart). In other words the one-time daytime rate is used as an index of 100 and costs of other campaigns are shown in relation to it. Example: The top 10 markets cost \$798 for 13 weeks of 12 one-minute announcements per market. A 12-announcement weekly campaign at night for 52 weeks would cost 60% of that or \$478.80. These figures cover minute announcements only. Costs cover plans offered by stations except that run-of-schedule and "fixed but pre-emptible" discounts are not counted in prime time (except where they clearly apply to prime time).



## How to figure the cost of a spot tv campaign

### A. Cost per announcement for spot tv campaigns in 150 markets or less

MARKETS	NIGHTTIME RATES		DAYTIME RATES		LATE NIGHT RATES	
	20-Second announcement 1 Time	260 Times	1-Minute announcement 1 Time	Maximum discount including plans	1-Minute announcement 1 Time	Maximum discount including plans
1st 10 Markets	\$ 8,180.00	\$ 7,167.00	\$ 2,632.50	\$ 1,199.99	\$ 5,055.00	\$ 2,862.50
1st 20 Markets	11,510.00	9,990.50	3,762.50	1,654.79	6,560.00	3,782.65
1st 30 Markets	13,875.00	11,963.00	4,747.50	2,174.89	7,680.00	4,432.50
1st 40 Markets	16,095.00	13,904.50	5,582.50	2,671.39	8,630.00	4,953.50
1st 50 Markets	18,235.00	15,641.13	6,385.00	3,075.49	9,545.50	5,469.10
1st 60 Markets	20,015.00	17,066.38	7,075.00	3,390.89	10,325.50	5,910.85
1st 70 Markets	21,710.00	18,466.53	7,712.00	3,704.59	10,988.50	6,276.40
1st 80 Markets	22,875.00	19,362.28	8,162.00	3,969.47	11,518.50	6,573.40
1st 90 Markets	24,075.00	20,314.03	8,642.00	4,252.85	11,998.50	6,851.78
1st 100 Markets	24,925.25	20,934.91	9,049.10	4,474.34	12,415.50	7,084.85
1st 110 Markets	25,935.25	21,736.16	9,468.10	4,710.51	12,932.00	7,371.89
1st 120 Markets	26,850.25	22,444.66	9,878.10	4,934.37	13,374.50	7,648.33
1st 130 Markets	27,580.25	22,997.66	10,255.10	5,162.72	13,751.50	7,876.68
1st 140 Markets	28,284.00	23,538.54	10,598.35	5,362.83	14,119.75	8,097.46
1st 150 Markets	29,141.00	24,185.29	10,974.35	5,574.93	14,520.75	8,325.06

### B. Formulas for estimating spot tv budgets

#### FREQUENCY DISCOUNTS

	13 Times	26 Times	52 Times	104 Times	156 Times	260 Times
Nighttime (20 sec.)	1%	3 %	6½%	8%	10 %	11½%
Daytime (minutes)	1%	5½%	12 %	14%	16½%	18½%

#### WEEKLY PLANS

Average Discount From Open Rate—Daytime

Minute/20-second announcements	1 Week	13 Weeks	26 Weeks	52 Weeks
6 announcements per week	22 %	24½%	28 %	32 %
12 announcements per week	42 %	44 %	45½%	47½%
ID's				
15 ID's per week	49½%	51 %	52½%	54 %

### C. Announcement cost ratios

	Nighttime	Daytime
Nighttime:	100%	Minute:
Daytime:	32	20-seconds:
Late night:	36	10-seconds:
		48
		47

Part of a regular survey of spot tv costs by the Katz Agency, the dollar figures at top are based on one station per market. Highest rates per market are used for the one-time figures along with the discount prices on the same station. Rates are per SRDS, March 1959. To calculate costs for more than one announcement, two formulas are shown below the dollar figures. The frequency discount figures are based on total units used within a contract year, the weekly plan figures for units used within a week. Shown at bottom are ratios comparing daytime and late night announcements with nighttime announcements (index: 100) and comparing 20- and 10-second announcements both night and day with minutes (index: 100).



# TIMEBUYING TIPS

## 8 tips for timebuyers on the use of ratings information

### 1. Use total area ratings instead of metro area ratings.

**ANALYSIS:** In this chart, Station "A," with more coverage, gets bigger total audience even though it gets a smaller percent of homes in its area than Station "B" is able to capture in its area

	STATION "A"	STATION "B"
Tv households in metro area	100,000	100,000
Metro area rating	20.0	25.0
Households reached in metro area	20,000	25,000
Tv households in total station area	300,000	200,000
Total station area rating	17.0	23.0
Households reached in total station area	51,000	46,000

### 2. Don't buy on basis of the rating points only. Meet the coverage and frequency objectives of the campaign.

**ANALYSIS:** Schedule I is 10 participations in two daytime strips. Schedule II is 5 participations in same strips plus 5 in late movie. Scattering buys results in more coverage but less frequency per home. Best buy depends on ad objectives

	SCHEDULE I	SCHEDULE II
TOTAL RATING POINTS		
1 week	82.0	78.0
4 weeks	328.0	312.0
CUMULATIVE AUDIENCE		
1 week	25%	40%
4 weeks	40	60
Average frequency of exposure per household reached	8.2	5.2

### 3. Make sure that the audience is right for the product.

**ANALYSIS:** Though female audience is equal in size for all three shows, age composition varies considerably. Quiz show is best for client after older women, comedy is right for client after the household with the young housewife

	QUIZ SHOW	VARIETY SHOW	SITUATION COMEDY
U.S. Rating	29.5	29.1	28.9
Women viewers per set	1.05	1.05	1.03
RATINGS BY AGE OF HOUSEWIFE			
16-34 years	18.3	29.8	35.7
35-49 years	28.1	29.6	30.3
50 years and over	43.7	30.9	23.5

### 4. Use current ratings data for relative shares of audience, but use the estimates of sets-in-use for the actual period of the campaign.

**ANALYSIS:** By using older ratings, buyer can judge correctly that 8 p.m. spot will lose more audience from hot weather drop-off, so that spot "B" is really the better buy for an advertiser

Example: Buying in March, latest report from January, April-June campaign

	If January 1958 sets-in-use are used		If average April-June 1957 sets-in-use are used	
	Spot "A" 8 p.m. Thursday)	Spot "B" 10 p.m. Monday)	Spot "A" 8 p.m. Thursday)	Spot "B" 10 p.m. Monday)
Sets-in-use	62.0	65.0	50.0	64.0
Share	45%	42%	45%	42%
Rating	28.0	27.0	22.5	26.9

SOURCE: Charts are from Bud Sherak, v.p., research director, K&E. Analysis is SPONSOR's.



## 8 tips for timebuyers (Cont'd)

### 5. Watch the trends as new competition comes to the fore.

**ANALYSIS:** New program competition affects not only rating of continuing show but audience composition, too. In this example, continuing show lost many of its young housewives (16-34)

	1954	1955	1956	1957
Show's rating—all households	32.3	27.1	26.6	23.3
By age of housewife				
16-34 years	31.0	25.4	21.4	19.4
35-49 years	30.7	30.2	25.1	23.0
50 years and over	21.4	30.7	31.9	28.4
Share of audience	47.0	43.8	40.0	34.8
Major competition	variety	variety	adventure	western

### 6. Don't always judge a program by its initial rating.

**ANALYSIS:** Opinions differ as to how soon admen can tell how well a show will do, but as these figures show, two months can make a whale of a difference in the ratings of a network show

	Rating	Share
OCTOBER (WK. 2)	15.9	25.1
	19.9	30.9
	21.9	32.8
NOVEMBER	20.0	31.5
	25.8	37.1
	26.2	36.8
DECEMBER	26.3	37.8
	25.3	41.6
	27.9	39.8

### 7. Study the seasonal variation in sets-in-use by time of day.

**ANALYSIS:** This example covers a parent company with two tv properties. Product, with slight sales peak in summer, can be used only in one. Though properties are equal on year-round basis, later time period for program "B" gives it the edge because it is affected less by hot weather dip in viewing

Year-round averages	Program "A" 8-8:30 p.m.	Program "B" 10-10:30 p.m.
Average sets-in-use	58.3	57.7
Average share	40%	40%
Average rating	23.3	23.1
Average sets-in-use		
January	69.1	63.8
February	71.9	64.5
March	68.5	61.4
April	66.8	60.3
May	54.1	58.4
June	47.1	54.5
July	40.2	50.2
August	39.7	51.1
September	50.2	51.7
October	60.6	55.1
November	64.5	58.8
December	66.9	63.0

### 8. Watch for variations in the urban and rural audiences.

**ANALYSIS:** Two schedules, reported by the Nielsen Co., show how a smaller homes-reached audience might be preferable to a larger audience evenly-divided among the various county sizes. Schedule "A" gets a heavy audience in "A" counties, which are urban and a light audience in the "C" and "D" counties, which are the rural and farm areas

County size	Homes reached Schedule A	Schedule B
"A" COUNTIES	40%	25%
"B" COUNTIES	31	30
"C" COUNTIES	15	21
"D" COUNTIES	14	24
TOTAL U.S.	3.9 million	4.2 million

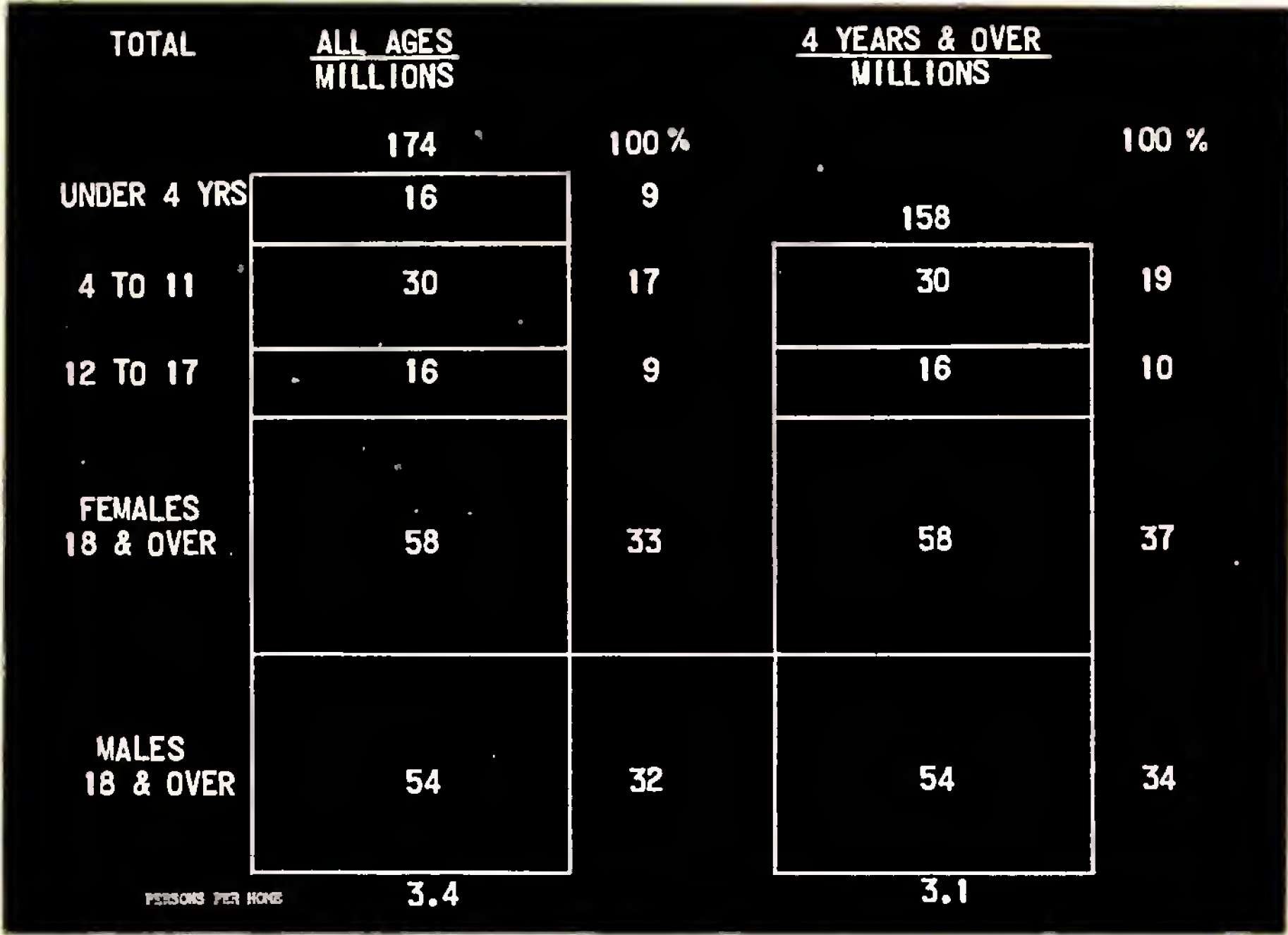
Source: Charts are from Bud Sherak, v.p., research director, K&E, except for No. 8, which is from A. C. Nielsen Co. Analysis is SPONSOR's.



AUDIENCE BASICS

How to find share of population segment reached

Distribution of population corresponding to NTI-NRI sample



Population by millions in relation to total homes



Richard Dunne, marketing and media coordinator for SSCB, prepared the above chart to help the agency's researchers in calculating an important but seldom available statistic. Audience composition figures commonly show the percent of men, women and children in the audience to a specific time period or program. Or, these figures may show the actual number of each population segment reached. But

they do not show the percent of *all* men, women, etc., in the U. S.—a useful marketing measure. In the chart above, Dunne took population figures as of 1 July 1958 and broke them down into the four population categories tallied by Nielsen. Figures at top show this breakdown with and without children under four. Nielsen audience composition figures do not include this youngest age group.



## There's more to network programing than a rating

### SOME EXAMPLES OF PULSE NETWORK TV QUALITATIVE DATA

#### A. Top 10 shows and the market for hair products

Top 10	Rating	No. Of Female Viewers 13 & Over. Per 100 Homes	% Of Females Who Bought		
			Hair Shampoo	Home Permanent	Hair Spray
	Norm	127	51%	10%	15%
Gunsmoke	33.3	100	76	16	24
Perry Como	32.2	107	63	19	19
Wagon Train	32.0	103	49	11	14
Maverick	29.2	87	47	10	11
Danny Thomas	28.3	105	53	12	17
Playhouse 90	28.0	96	54	11	20
Loretta Young	27.5	99	53	10	11
Have Gun, Will Travel	27.1	104	54	12	16
Rifleman	26.5	100	50	14	16
Alfred Hitchcock	26.2	99	47	8	10

#### B. How viewers of Sterling Drug's show spend their money

##### WEEKLY EXPENDITURES FOR DRUGS, TOILETRIES AND COSMETICS

Program	Rating	None	Under \$3	\$3 And Over
	Norm	26.9%	29.0%	44.3%
Detective's Diary	5.0	22.9	31.6	45.5
Saber of London	7.2	27.4	32.2	40.4
True Story	5.8	23.9	35.3	40.8
Restless Gun	24.1	28.4	26.5	45.1
As The World Turns	8.2	26.0	28.3	45.7
County Fair	5.9	22.4	30.1	47.5
Edge of Night	7.1	28.4	26.7	44.9
Price Is Right (Daytime)	10.3	21.4	30.7	47.9
Queen For A Day	7.3	19.9	32.9	47.2
Today Is Ours	3.9	28.7	33.4	37.9
Treasure Hunt	7.7	28.4	29.8	41.8

#### C. Smoking habits of viewers to Brown & Williamson shows

Program	Rating	% non-smokers	% smokers
	Norm	29%	71%
County Music Jubilee	6.0	32	68
Queen For A Day	7.9	30	70
Top Dollar	14.1	26	74
Undercurrent	20.2	25	75
It Could Be You	6.1	17	83

SOURCE: Above studies all come from monthly Pulse network tv reports. Hair products chart is from Spring 1959, Sterling Drug chart is from winter 1959, Brown & Williamson chart is from summer 1958.



In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . .

*NBC Owned 670 in Chicago Sold by NBC Spot Sales*

# WMAQ

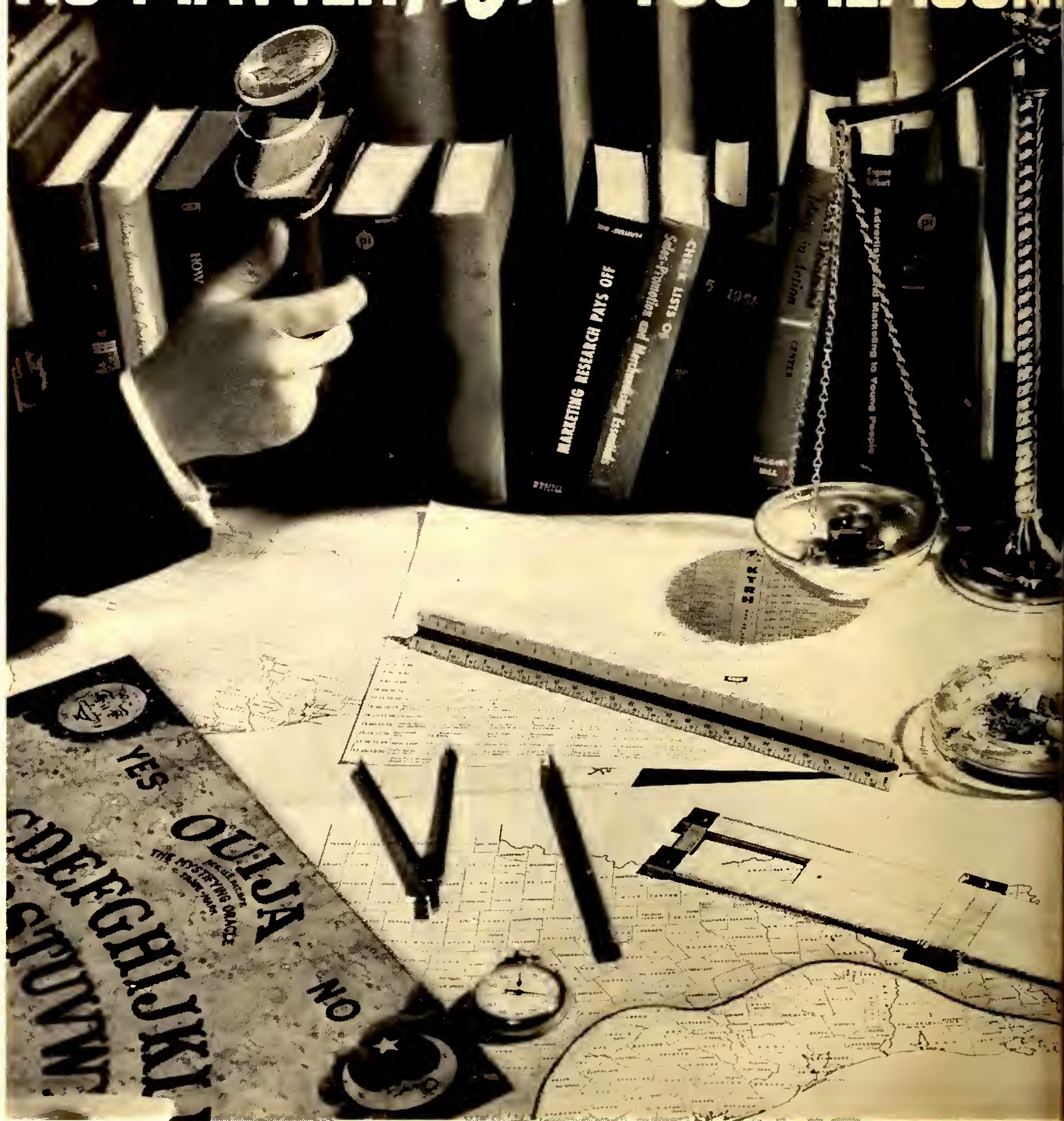


big

talk!



# NO MATTER HOW YOU MEASURE



## KTRH

THE **AREA** STATION FOR SHARP TIME BUYERS\*

THE STATION ASSIGNED THE NEW TRIPLE AAA BROADCASTS  
OF THE HOUSTON BUFF BASEBALL GAMES

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES  
Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC. \*See ANY Area Survey



# RADIO BASICS

SECTION

2

**Facts & Figures:** *Here are the in- and out-of-home and the cumulative audiences to radio. Also covered are spending data, some network facts and radio's dimensions*

**Stations & Reps:** *Here is a list of both am and fm stations in major and medium markets with their national representatives compiled for the timebuyer's convenience*



Only a few  
**Proceedings**  
**of the IRE**  
*special issues*

*are still available* Each issue of *PROCEEDINGS OF THE IRE* is the result of the most advanced thinking in the field of radio-electronics. Based on exacting research, and written by men who are foremost in their specialty, these issues are invaluable works of reference. This is also material not available from any other source. As the official publication of *The Institute of Radio Engineers*, *PROCEEDINGS* presents the years-ahead ideas on which new advances are based. These history-making issues, originally over-printed for reserves are rapidly being exhausted and will not be reprinted.

## YOU CAN STILL GET:

**VERY LOW FREQUENCY**, *June, 1957* — New research in the very low frequency band, below 30 kc., opens up greater portions of the radio spectrum for communication purposes. VLF has many new and important uses. A reference work you'll need for years.

**SINGLE SIDEBAND**, *December, 1956* — A round-up of recent technical discoveries as presented by the Joint Technical Advisory Committee through its sub committee on Single Sideband techniques. This special study for the FCC points up the many advantages of single sideband.

**FERRITES**, *October, 1956* — This new group of solid state materials outmodes the intermittent "pulse" system of World War II radar. The ferrites allow simultaneous sending and receiving on a single microwave antenna; as well as full-power transmission in microwave ranges with reduced power loss and interference.

**SOLID STATE ELECTRONICS**, *December, 1955* — This issue heralds the arrival of a new epoch in radio electronics — the solid state electronics era. Defined and named with the birth of the transistor, this concerns the control and utilization of the electric magnetic and photic properties of solids. There are now whole new classes of electronic devices due to discoveries in this field.

**SCATTER PROPAGATION**, *October, 1955* — Here's radio history in the making. This issue presents practical application of a new principle in the fields of broadcasting and electronics. Thirty-five papers lay the foundation of a new means of communicating over long distances.



*The Institute of Radio Engineers*  
® 1 East 79th Street, New York 21, N. Y.

*Please send me the following issues of PROCEEDINGS OF THE IRE:*

Enclosed is my check for \$ \_\_\_\_\_

☐ Enclosed is Company Purchase Order

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

\* One copy at \$1.25 to IRE members, domestic and foreign. \$3.00 to non-members; \$2.40 to public libraries, colleges and subscription agencies; postage prepaid to U. S. and Canada; 25c additional per copy to other countries.



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LISTENING HABITS

Radio's hour-by-hour in-home audience winter and summer

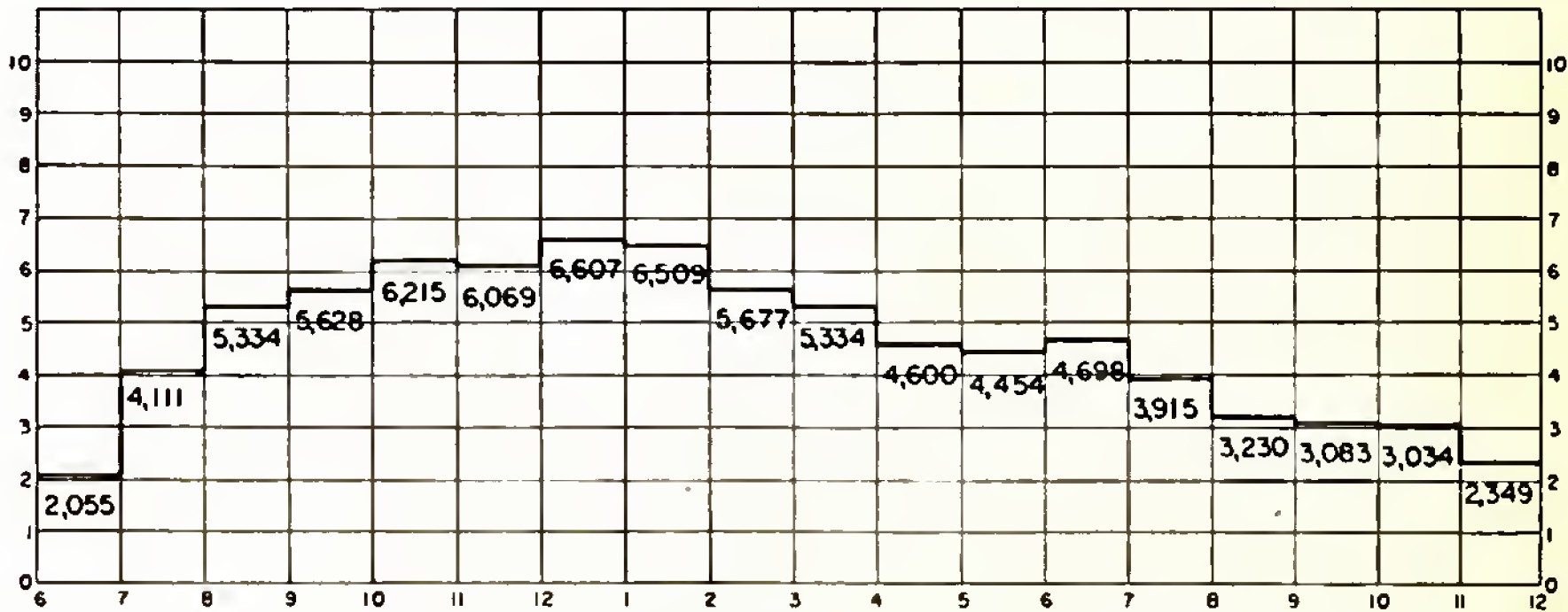
A. The hour-by-hour picture for spot advertisers

SUMMER 1958			WINTER 1959		
6- 7 am	3,622	} MON.- FRI.	6- 7 am	4,945	} MON.- FRI.
7- 8	6,020		7- 8	9,593	
8- 9	6,362		8- 9	9,148	
9-10	6,362		9-10	7,665	
10-11	6,313		10-11	6,478	
11-12 n	6,118		11-12 n	6,132	
12- 1 pm	6,705		12- 1 pm	6,725	
1- 2	5,775		1- 2	5,143	
2- 3	5,188	} SUN.- SAT.	2- 3	4,599	} SUN.- SAT.
3- 4	4,845		3- 4	4,401	
4- 5	4,405		4- 5	4,500	
5- 6	4,894		5- 6	5,192	
6- 7 pm	4,502		6- 7 pm	4,302	
7- 8	3,230		7- 8	2,918	
8- 9	2,741		8- 9	2,473	
9-10	2,790		9-10	2,423	
10-11	2,692		10-11	2,423	
11-12 m	1,909		11-12 m	1,929	

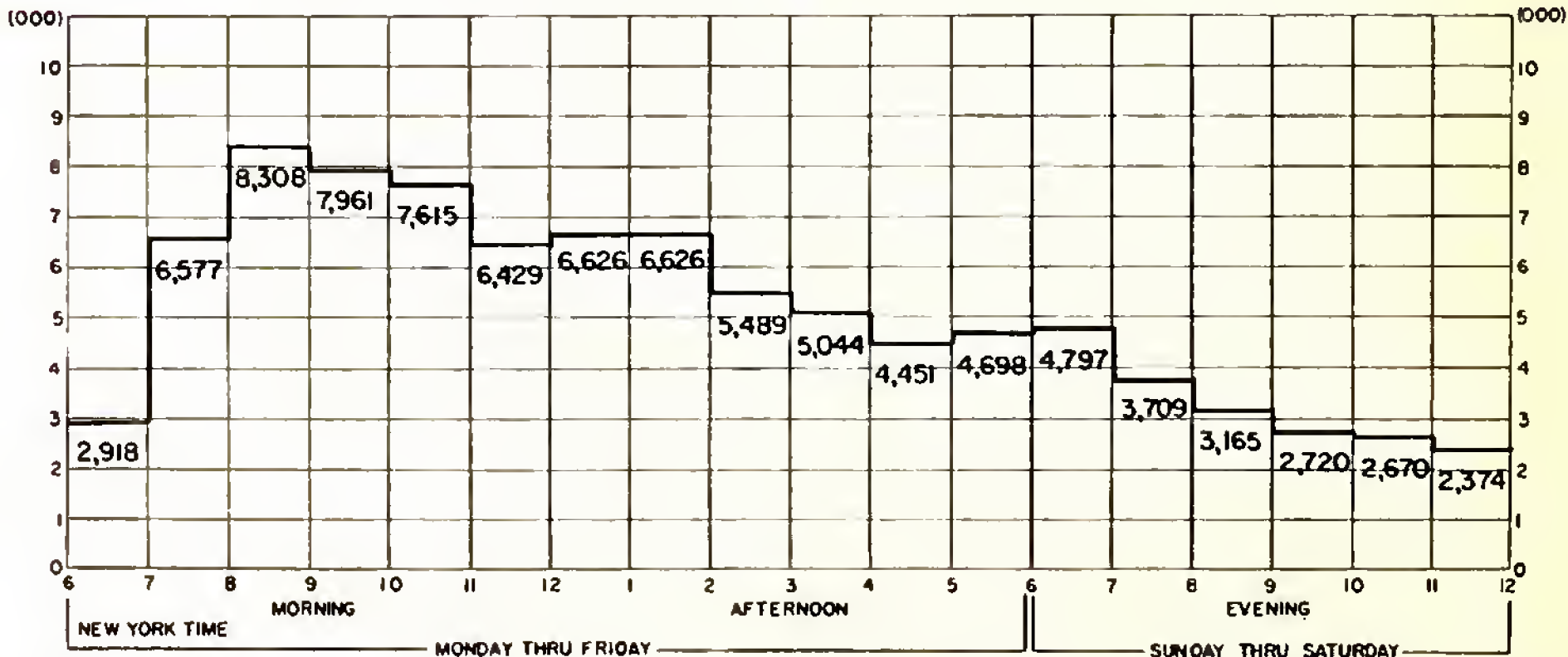
These national Nielsen figures adjusted by time zone provide local time figures in terms of thousands of homes per average minute. The summer data is for July-August, the winter figures are January-February.

B. The hour-by-hour picture for network advertisers

AUGUST  
1958



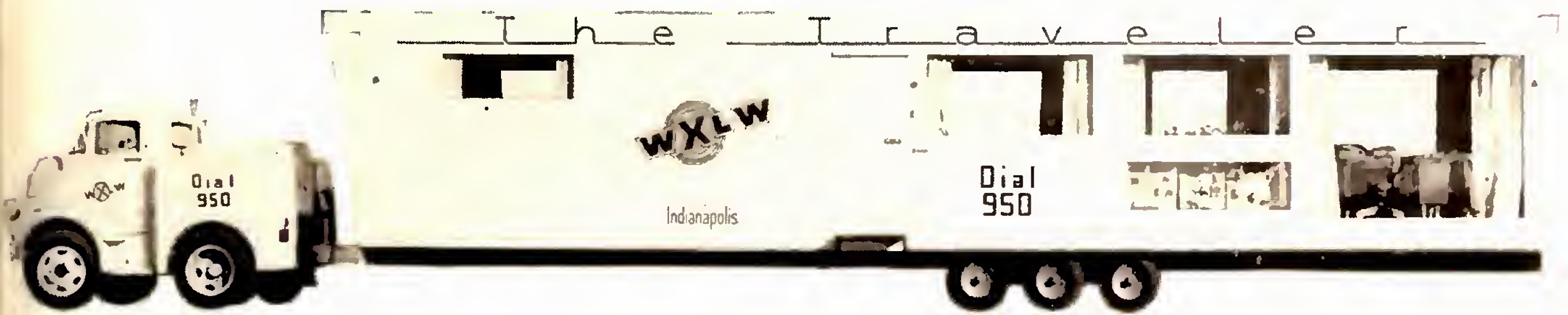
JANUARY  
1959



Figures in the graphs above are in thousands of homes per average minute. Each hour is current New York time. Note the summer in-home peak is around lunch time while the winter peak is around breakfast time.



# Hoosiers Are "Sold" On The Good Buy That Says Hello!



*In Just Four Months, Over Fifty Thousand People Made It A Point To Visit "The Traveler" WXLW INDIANAPOLIS RADIO-MOBILITY*

## WXLW INDIANAPOLIS RADIO-MOBILITY

Here's the secret to increasing your sales in this area through the wide public appeal and acceptance of RADIO-MOBILITY from WXLW, the only radio station in Central Indiana that takes its programming right to its listeners! Since WXLW's "Traveler" swung into operation a few short months ago, thousands of people flocked to see this 60-foot-long complete radio station on wheels, that visited every major shopping center in Central Indiana. This new concept in radio brings added impact to your announcements with on-the-spot broadcasting of regular programs, interviews, and special events, from the number one station in the market.

**1st** to feature true hi-fidelity sound.

**1st** to feature live on-the-spot news coverage.

**1st** to offer on-the-air editorials.

**1st** to offer adult programming.

**1st** with RADIO-MOBILITY!

Send your sales messages along on these good-will tours, and enjoy the benefits only personal appearances can give . . . product loyalty through station loyalty . . . and capture more of the Indianapolis audience. Put your product where Hoosiers are "sold", on the good buy that says hello —WXLW!

950 ON YOUR DIAL



RADIO INDIANAPOLIS  
5,000 WATTS DAYTIME



The Traveler's completely equipped studio



Interviews are conducted in The Traveler's modern lounge



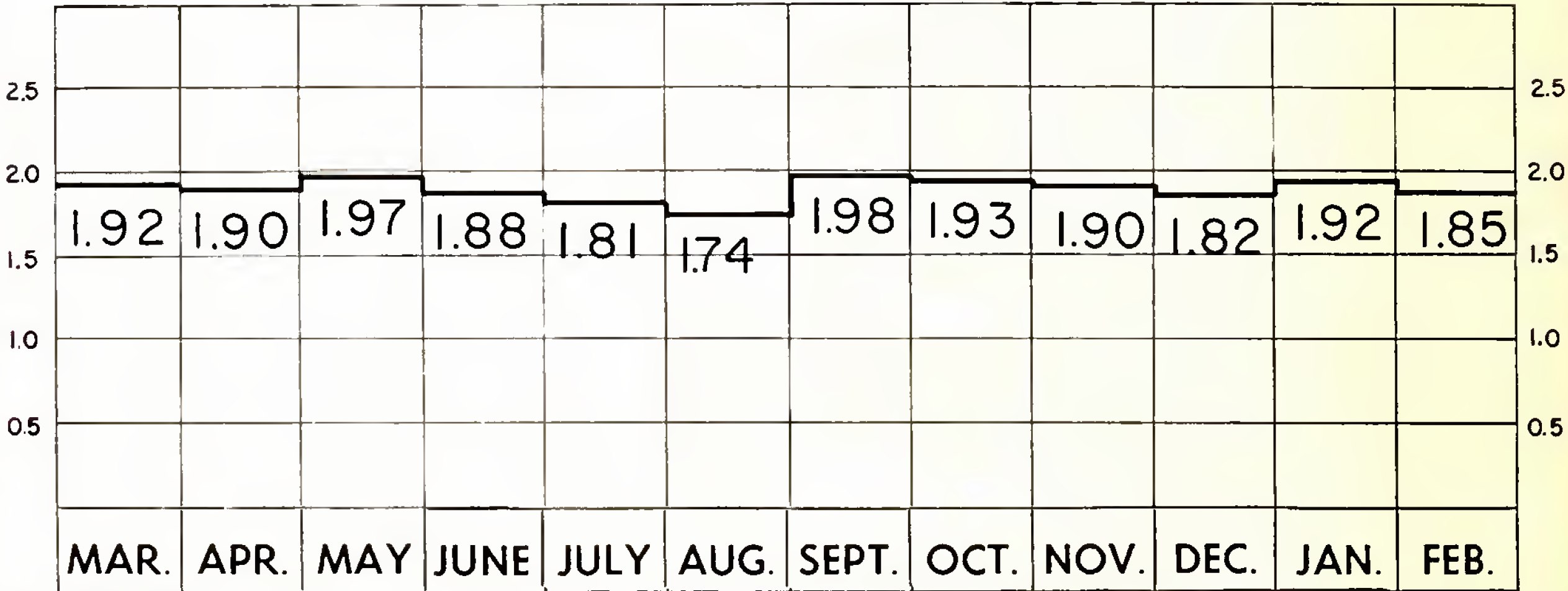
Dozens of advertisers utilize the Traveler's merchandising display windows

**CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE**



In-home radio listening level shows little change through year

Average daily hours listening per home by months of the year



Source: NRI, 1958-59.

Some radio listening trends in recent years and comparisons with a decade ago

A. Daily in-home listening hours have leveled off

Year	Average hrs. per home
1954	2.7
1956	2.3
1958	1.9
1959	1.9

B. Listening level in morning is same as a decade ago

Market	Percent homes listening during morning 1948	Percent homes listening during morning 1958
New York	17.1%	15.7%
Philadelphia	14.2	15.4
Boston	16.5	17.5
Cleveland	14.4	12.3
Dallas	16.0	15.6

C. Videotown study shows housewives love radio

Average Hours of Listening Monday Thru Friday\*

	All people		Housewives	
	1958	1957	1958	1957
Morning	1.45	1.25	5.80	2.78
Afternoon	.50	.57	1.30	1.12
Evening	.50	.89	.80	1.01
All Day	2.45	2.71	7.90	4.91

\*Five day (weekdays) total per average person.

Three charts at right nail down some key trends in radio listening. Top chart is from Nielsen, shows daily listening hours per home during the January-February period each year. The second chart is based on Hooper data. Since there are more homes in these markets than 10 years ago total number of homes listening in 1958 is larger than the percentage figures indicate. The third and bottom chart comes from Cunningham & Walsh's annual study



# SAME OLD STORY

...but new and exciting every day!

**WSGN** zoomed into first place almost three years ago. Today, it's the same story — *rating-wise* — but the excitement of personality programming, instant, accurate news coverage, and sparkling promotions daily keep WSGN *consistently in first place*.

**N**ielsen told the WSGN success story first, and Hooper began telling the WSGN leadership trend in 1957. The April-May 1959 Hooper places WSGN head and shoulders above all other full-time stations. Pulse 1959 confirms the WSGN *first-with-the-finest* story.

**A**wards tell why WSGN enjoys undisputed popularity in the Birmingham

market. For *two consecutive years*, WSGN has won Birmingham Ad Club awards for the best musical disc jockey, best public service, and the best station promotion. WSGN holds the 1959 UPI certificate of merit and sixteen other major awards.

**P**romotion is tops at WSGN, with genuine excitement created daily by the Miss Universe contest, Radio Press, The Big Sound, Pacemaker jingles, News Hawk coverage of local happenings and on-the-air interviews with such celebrities as Casey Stengel, Ray Anthony, Liberace, George Montgomery, Dear Abby, Roberta Sherwood, Taina Elg, Colonel "Pappy" Boyington, Travis and Bob and The Four Coins.

## Still First

# WSGN Birmingham, Ala.

5000 Watts at 61 on the Dial

Personality Programming of Music and News  
24 Hours a Day

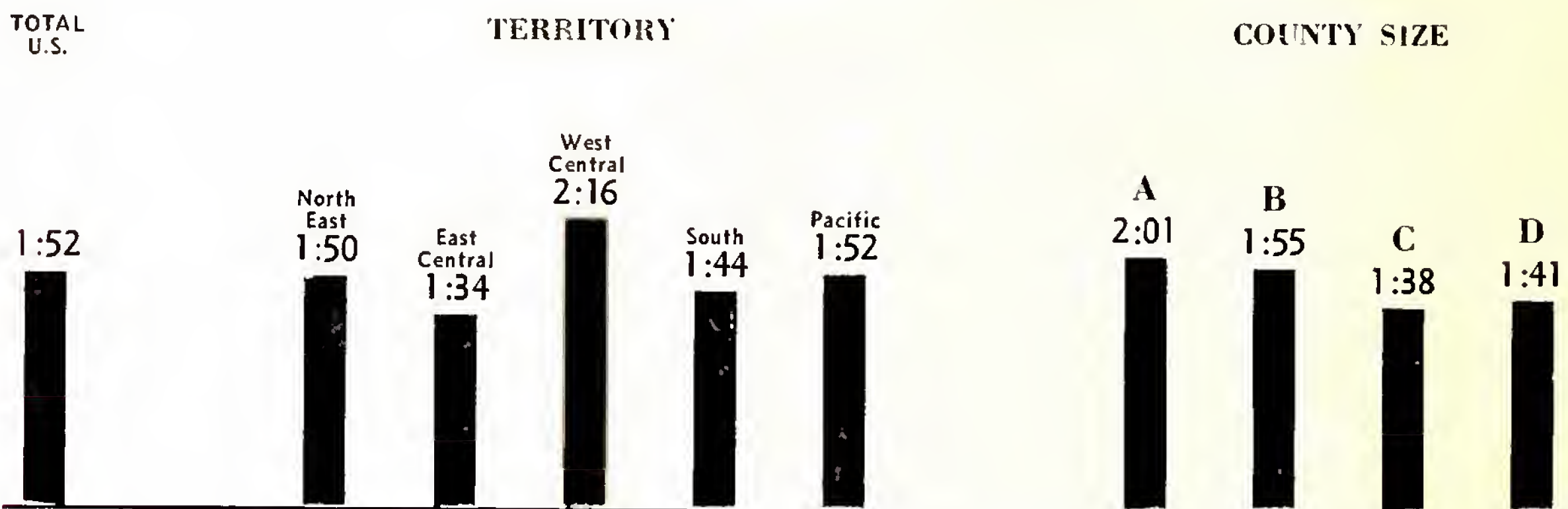
National Representative: Venard, Rintoul & McConnell, Inc.

Southern Representative: James S. Ayers Company



## How radio listening differs by region and county size

### Average hours radio usage per home per day



Source: Nielsen Radio Index, in-home only, November-December 1958.

## How listening differs morning, afternoon and evening

### Average daily hours of radio usage per home by day part

October 1958

Morning		Afternoon		Evening	
6-9 a.m.	.34 hrs. or 20 min.	Noon-3 p.m.	.37 hrs. or 22 min.	6-9 p.m.	.24 hrs. or 14 min.
9 a.m.-Noon	.42 hrs. or 25 min.	3-6 p.m.	.29 hrs. or 17 min.	9 p.m.-Mid.	.15 hrs. or 9 min.
6 a.m.-Noon	.75 hrs. or 45 min.	Noon-6 p.m.	.65 hrs. or 39 min.	6 p.m.-Mid.	.39 hrs. or 23 min.

January-February 1957

Morning		Afternoon		Evening	
6 a.m.-Noon	.85 hrs. or 51 min.	Noon-6 p.m.	.77 hrs. or 46 min.	6 p.m.-6 a.m.	.65 hrs. or 39 min.

The material above is based on Nielsen Radio Index, covers in-home listening only. Morning and afternoon figures are for Monday through Friday. Nighttime figures are for Sunday

through Saturday. The totals for October 1958 are comparable to the January-February 1957 figures except that the latter also covers post-midnight listening. Times are Eastern zone.

## Radio's audience composition, morning, afternoon and evening

### Listeners per average quarter hour

	Morning Mon.-Fri. (Million)	Afternoon Mon.-Fri. (Million)	Evening 7 Days (Million)
Men	2.6	1.9	2.1
Women	7.3	5.5	3.3
Teens	1.0	0.7	1.1
Children	1.7	1.1	0.9
Total	12.6	9.2	7.4

Source: NRI, Nov.-Dec. 1958, N. Y. time.



**IN...**

**L***istener* **S***ervice*

**L***istener* **S***ize*

**L***istener* **S***atisfaction*

**L***istener* **S***upport*

*in all the wide midwest there's only one...*

**WVLS**

*different... because it lives with its listeners*

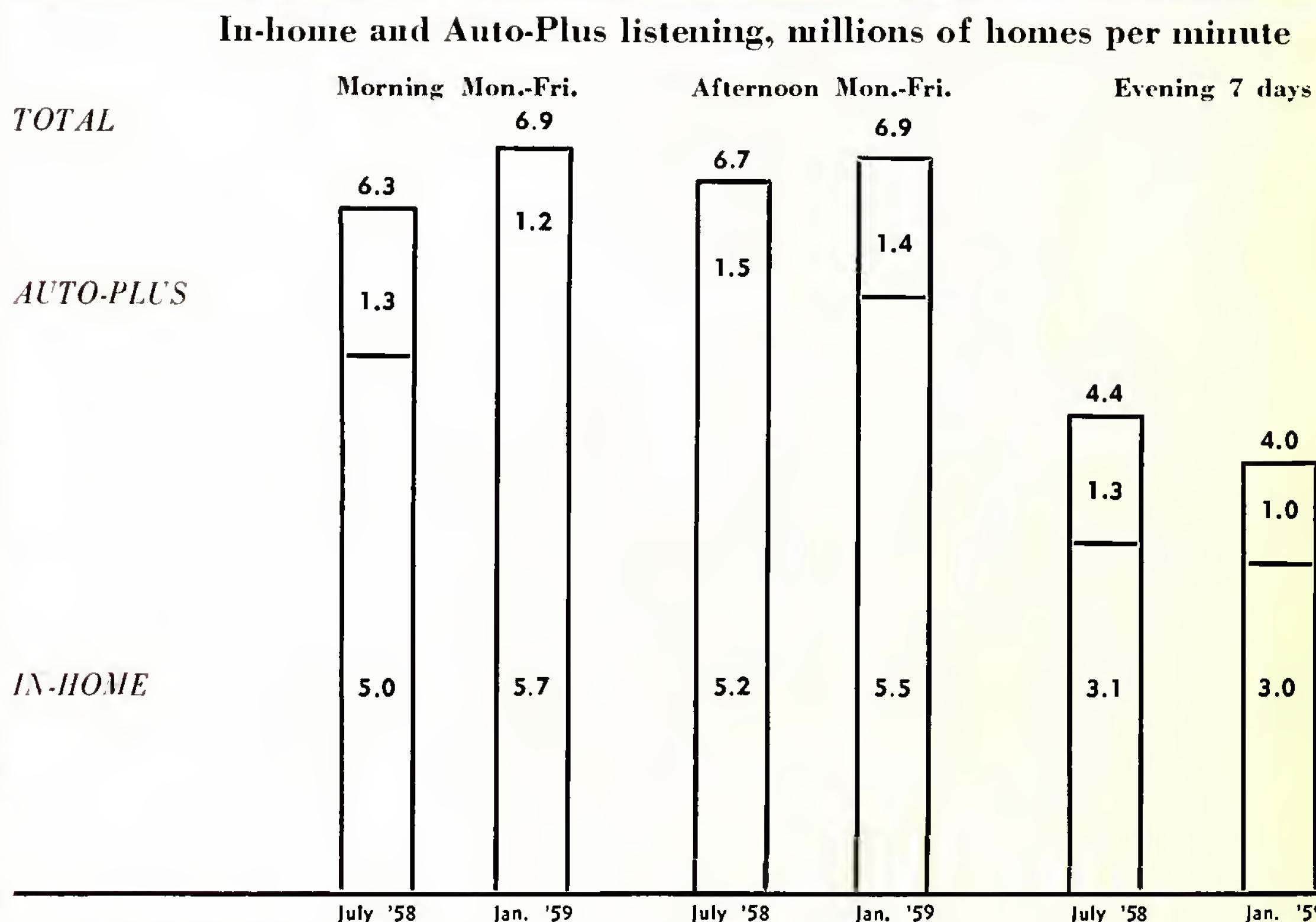
the Prairie Farmer Station, 1230 Washington Blvd., Chicago—Monroe 6-9700— 50,000 watts—ABC

*ask BLAIR*



# OUT-OF-HOME LISTENING

## Evening shows biggest jump in summer auto listening



Homes figures above, taken from Nielsen data, average listening per minute during each of the six-hour day parts indicated. Note that auto listening is up morning, afternoon and evening during the summer and that the evening increase is fully 30% above winter

## Some examples of peak auto listening times

### Nielsen Auto-Plus during selected peak periods

	New York		Chicago		Dallas		Los Angeles	
	% in-home	% in auto	% in-home	% in auto	% in-home	% in auto	% in-home	% in auto
(Mon.-Fri.)								
7-7:15 a.m.	18.5	3.3	28.5	4.8	25.1	4.5	14.2	5.5
8-8:15 a.m.	24.6	3.4	30.6	3.4	21.6	3.0	15.6	2.0
4-4:15 p.m.	8.8	3.7	13.0	3.9	12.1	3.8	13.7	5.3
5-5:15 p.m.	10.6	3.9	13.9	4.4	13.8	4.4	14.5	4.8
(Sat.)								
1-1:30 p.m.	18.7	3.6	14.2	3.7	14.4	3.6	15.3	3.2
(Sun.)								
3-3:30 p.m.	13.1	3.4	14.9	3.0	8.7	2.9	12.1	3.5

Source: A. C. Nielsen Co. Percent total households in each market tuned to radio at home and in autos. Los Angeles, Jan. 1959; New York and Dallas, Feb. 1959; Chicago, Mar. 1959.



**FIRST**  
IN AUDIENCE  
IN  
HUNTINGTON, W.VA.

**FIRST**  
IN AUDIENCE  
IN ASHLAND, KY.

**FIRST**  
IN AUDIENCE  
IN  
IRONTON, OHIO

# WCMI

**THE QUALITY STATION THAT IS LOCAL** Ask John Pearson Reps for information on how you always reach more than 30% of the nation's 82d market with WCMI Radio . . . or, better still, call Hank Grad in Huntington-Ashland direct, and he'll help you save money by buying a combination of Wheeling's finest local station, WOMP Radio, and **WCMI RADIO**



## Some facts about automobiles and automobile radios

## 1. 86% of new autos are radio-equipped

Year	% new cars radio-equipped
1954	81.0
1955	83.0
1956	86.2
1957	87.5
1958	86.0

## 2. Cars on the road have doubled since 1940

Year	Total registrations (Millions)
1940	32.0
1945	30.6
1950	48.6
1958	68.4

## 3. Highway travel is high in summer

Month	Million miles	Month	Million miles
Jan.	540	July	830
Feb.	540	Aug.	880
Mar.	580	Sept.	725
Apr.	650	Oct.	700
May	675	Nov.	650
June	770	Dec.	630

Source: Peters, Griffin &amp; Woodward study on summer radio.

## About 60% of out-of-home listening is in autos

## Where out-of-home listening takes place

Place	NEW YORK			
	Summer **1949	1957	Winter **1949	1958
Automobile	35%	69%	41%	57%
At Work	21	15	25	19
Visiting Others	21	9	24	17
Outdoors (portable)	8	9	3	1
Restaurants & Bars	9	3	10	4
Retail, service, clubs, etc.	8	7	9	9
Total	*102	*112	*112	*107

Place	CHICAGO			
	Summer 1957	Winter **1950	1958	
Automobile	65%	40%	59%	
At Work	14	17	17	
Visiting Others	7	24	18	
Outdoors (portable)	12	---	---	
Restaurants & Bars	6	11	2	
Retail, service, clubs, etc.	8	8	12	
Total	*112	100	*108	

Place	KANSAS CITY			
	Summer 1957	Winter 1958		
Automobile	69%	57%		
At Work	11	13		
Visiting Others	8	19		
Outdoors (portable)	10	---		
Restaurants & Bars	5	5		
Retail, service, clubs, etc.	7	13		
Total	*110	*107		

	LOS ANGELES	
	Summer 1957	Winter 1958
Automobile	73%	65%
At Work	11	14
Visiting Others	4	10
Outdoors (portable)	10	2
Restaurants & Bars	2	3
Retail, service, clubs, etc.	7	9
Total	*107	*103

	DALLAS	
	Summer 1957	Winter 1958
Automobile	71%	64%
At Work	13	14
Visiting Others	4	13
Outdoors (portable)	10	2
Restaurants & Bars	4	3
Retail, service, clubs, etc.	6	9
Total	*108	*105

	22-MARKET AVERAGE	
	Summer 1957	Winter 1958
Automobile	63%	58%
At Work	12	15
Visiting Others	6	14
Outdoors (portable)	10	1
Restaurants & Bars	} 9	} 12
Retail, service, clubs, etc.		
Total	100	100

\*Total over 100% because of multiple impressions. \*\*Only markets for which comparable past reports available.  
Source: Pulse.



Monkeys may monkey with the dial in Miami . . .

but not *people*

So WQAM remains first in 240 out of 240 Area Pulse quarter-hours. (Covering South & Central Florida.)

**Other WQAM Firsts:**

**Hooper** — morning, afternoon, all day. First 250 of 264 daytime  $\frac{1}{4}$  hours.

**Metro Pulse** — 280 first place daytime  $\frac{1}{4}$  hours out of 280.

**Trendex** — First a.m., afternoon, all day.

**First Miami Radio Station** to be awarded a plaque by the Miami Opera Guild. Four consecutive annual National Safety Council Awards. 41,000 public service announcements over a 12-month period.

Chat with Blair . . . or WQAM G. M. Jack Sandler

**WQAM** — Serving all of Southern Florida with 5,000 watts on 560 kc. **Miami**

one  
of the  
**STORZ**  
Stations

Todd Storz, President  
Home Office: Omaha  
WOGY Minneapolis-St. Paul  
WHB Kansas City  
KOMA Oklahoma City  
WTIX New Orleans  
WQAM Miami



## How out-of-home compares to in-home listening

### Percent out-of-home listening adds to in-home in 28 markets

MARKET	TOTAL AUDIENCE	IN HOME	+	OUT OF HOME	=	OUT OF HOME PLUS
ATLANTA	20.5%	16.4%		4.1%		25.0%
BALTIMORE	17.7	13.9		3.8		27.3
BIRMINGHAM	19.8	15.7		4.1		26.0
BOSTON	21.7	16.7		5.0		29.9
BUFFALO	20.7	16.3		4.4		27.0
CHICAGO	23.0	18.6		4.4		23.6
CINCINNATI	18.4	14.3		4.1		28.7
CLEVELAND	18.9	14.9		4.0		26.8
COLUMBUS	20.5	16.3		4.2		25.8
DALLAS	21.7	17.0		4.7		27.6
DETROIT	18.7	14.7		4.0		27.2
FORT WORTH	19.9	15.6		4.3		27.5
HOUSTON	21.3	17.2		4.1		23.8
KANSAS CITY	21.0	16.4		4.6		28.0
LOS ANGELES	22.5	17.5		5.0		28.5
MIAMI	23.3	18.5		4.8		26.0
MILWAUKEE	21.6	17.0		4.6		27.1
MINNEAPOLIS-ST. PAUL	21.0	16.9		4.1		24.3
NEW ORLEANS	20.0	16.1		3.9		24.2
NEW YORK	22.7	17.7		5.0		28.3
PHILADELPHIA	21.9	18.0		3.9		21.7
PITTSBURGH	20.8	16.8		4.0		23.8
RICHMOND	19.4	15.1		4.3		28.5
ST. LOUIS	21.0	16.6		4.4		26.5
SAN DIEGO	21.5	17.0		4.5		26.5
SAN FRANCISCO	22.7	17.8		4.9		27.5
SEATTLE	22.3	17.8		4.5		25.2
WASHINGTON	19.8	15.6		4.2		26.9
Median Average	20.8	16.6		4.2		25.3
28 Market Weighted Average	21.6	17.1		4.5		26.3

SOURCE: Pulse, Jan.-Feb.-Mar. 1959.





ABOVE ALL . . .

# WGY DELIVERS

YOUR SALES MESSAGE  
MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christalman or call WGY, Schenectady, New York.

50,000 Watts • NBC Affiliate • 810 Kilocycles  
**A GENERAL ELECTRIC STATION**



## The trend in out-of-home listening is upward

Per cent homes listening out-of-home, winter and summer, 1953-1959

	1953		1954		1955		1956		1957		1958		1959
	W	S	W	S	W	S	W	S	W	S	W	S	W
Atlanta	3.3	3.6	3.2	3.6	3.2		3.4	4.0	4.1	4.1	4.0	4.5	4.1
Baltimore	3.2	3.5	3.2	3.6	3.2		3.4	4.1	3.8	4.1	3.7	4.6	3.8
Birmingham	3.2	3.5	3.6	3.8	3.3	3.6	4.1	4.4	4.3	4.4	4.1	4.4	4.1
Boston	3.8	4.2	4.4	4.6	4.2	4.6	4.8	5.1	4.7	4.8	4.4	5.3	5.0
Buffalo		3.5	3.6	3.7	3.2	3.4	3.2	3.8	3.6	3.7	3.9	4.5	4.4
Chicago	3.1	3.7	3.9	4.3	4.1	4.2	4.0	4.6	4.3	4.6	4.5	5.2	4.4
Cincinnati	3.1	3.6	3.6	3.9	3.6	3.9	3.8	4.2	4.0	4.2	3.9	4.6	4.1
Columbus		3.1		3.2	3.1	3.3	3.4	4.0	3.5	3.8	4.3	4.6	4.2
Dallas		3.9			3.6	4.0	4.5	4.7	4.6	5.5	4.7	4.6	4.7
Detroit	3.0	3.8	3.9	4.2	3.9	4.2	3.8	4.3	4.2	4.4	3.8	4.4	4.0
Fort Worth							4.0		4.0	5.3	4.5	4.2	4.3
Houston		3.8	3.6	4.1	4.0	4.3	4.3	4.6	4.4	4.5	4.0	4.5	4.1
Kansas City		3.2		3.7	3.4		3.8	4.1	3.9	4.3	4.0	4.9	4.6
Los Angeles	4.2	4.4	4.5	4.8	4.5	4.7	4.4	4.7	4.7	5.0	4.7	5.3	5.0
Miami	2.9		3.1		3.3	3.7	4.4	4.6	4.7	4.7	4.8	4.9	4.8
Milwaukee			3.3	3.8	3.3	3.8	3.5	4.3	4.3	4.4	4.0	4.2	4.6
Mpls.-St. Paul	3.1	3.4	3.4	3.8	3.7	3.9	3.7	4.2	4.2	4.4	4.1	4.8	4.1
New Orleans		3.2		3.7	3.3	3.4	4.4	4.6	4.4	4.6	3.7	4.1	3.9
New York	4.0	4.4	4.4	4.8	4.4	4.4	4.6	5.0	5.1	4.8	5.1	5.4	5.0
Philadelphia	3.5	3.8	3.6	3.9	3.9	4.0	3.8	4.4	3.7	4.6	4.0	4.2	3.9
Pittsburgh			3.4		3.5	3.9	3.6	3.9	3.9	4.1	3.9	4.2	4.0
Portland, Ore.					3.6		3.4		4.4				
Richmond		2.9	3.1	3.2	2.9	3.0	3.1	4.3	3.7	4.1	3.9	4.5	4.3
St. Louis		3.4	3.5	3.8	3.8	4.2	3.9	4.3	4.2	4.4	3.8	4.6	4.4
San Diego		3.2		3.5	3.5	3.8	3.6	4.1	4.0	4.2	4.4	4.5	4.5
San Francisco	3.9	4.4	4.1	4.2	4.2		4.5	4.7	4.6	4.6	4.4	5.2	4.9
Seattle	2.8	3.2	3.2	3.5	4.4	4.2	4.1	4.1	4.2	4.4	4.5	4.7	4.5
Washington	3.2	3.6	3.7	4.0	3.7	3.9	3.7	4.1	4.1	4.3	3.9	4.5	4.2
Median	3.2	3.6	3.6	3.8	3.6	3.9	3.8	4.3	4.2	4.4	4.1	4.6	4.2

This broad look at out-of-home listening in 28 markets discloses a winter hike of 31% over the six-year 1953-59 span and a summer jump of 28% over the five-year 1953-58 span. Reasons for this increase include more portable radios, more auto radios, more auto driving and more programing aimed at the auto audience



# Take Your Cue!



*As you look to the conductor in the podium for the tempo, the pacing and the ultimate greatness of a musical performance . . . so you look to Good Music Broadcasters, Inc. for the facts on the delivery power and economy of Good Music Advertising. Good Music Broadcasters, Inc. are national representatives for the leading Good Music Stations in the major markets from coast to coast.*

**GOOD MUSIC BROADCASTERS, Inc.,**

**52 VANDERBILT AVENUE, NEW YORK 17, N. Y. MU 3-2295**

## PHILADELPHIA'S FIRST STATION FOR FINE MUSIC

**WFLN-AM-FM, Philadelphia,** is the one radio station in the Delaware Valley which, for ten years, has consistently presented fine music exclusively; much of it stereophonically. This fact has made WFLN the first choice of that loyal mass audience whose income accounts for two thirds of the Philadelphia area's buying power.



Single AM-FM Programming

# WFLN

95.7 | 900

FM | AM

PHILADELPHIA

**WFLN-AM-FM, 8200 RIDGE AVENUE, PHILADELPHIA 28, PENNSYLVANIA**

**Represented nationally by Good Music Broadcasters, Inc., 52 Vanderbilt Avenue, New York 17**



# SPOT RADIO'S CUMULATIVE AUDIENCE

## Two ways to look at station cumulative audiences

### A. Average station reaches half the homes in a market weekly

	Albany-Troy-Schenectady (7 Stations)		Buffalo (8 Stations)		Baltimore (10 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	27.77	52.65	27.66	49.78	21.48	41.52
HIGH	45.7	75.7	58.3	80.3	41.7	72.9
LOW	7.1	16.8	9.6	21.3	3.0	8.1

	Chattanooga (6 Stations)		Cleveland (8 Stations)		Columbus (7 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	30.7	48.33	27.48	52.0	15.6	30.2
HIGH	44.2	86.2	45.9	78.6	29.72	55.07
LOW	15.6	30.2	8.1	19.7	9.8	25.9

	Dallas (8 Stations)		Denver (11 Stations)		Sacramento (6 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	28.95	49.7	24.07	48.33	32.55	62.38
HIGH	67.9	85.2	50.3	77.2	43.7	77.4
LOW	3.8	8.2	6.9	15.8	20.3	37.6

These Pulse figures, taken from surveys during the October 1958 through January 1959 period, show percent of homes reached in market area surveyed during average day and week. Stations can hit 80% of homes weekly

### B. Stations reach about 10% of market weekly during three-hour day-part

	Rating per broadcast	3-hr. cume	Weekly cume	4-week cume	Episodes per home
New York network station	2.7	7.0	6-9 a.m. 11.1	18.4	34.6
Columbus independent station	2.6	5.2	9 a.m.-Noon 11.4	25.2	25.0
Birmingham network station	2.0	5.6	Noon-3 p.m. 10.5	21.6	22.3
San Diego independent station	1.1	4.4	3-6 p.m. 8.6	17.5	14.5

Source: NSI, December 1958, except San Diego, which is November 1958; in-home Monday through Friday only. Per broadcast ratings are by 15-minute periods. Cumulative homes are unduplicated. Episodes per home are averages for four-week period. Stations were picked at random, are not necessarily representative of audience levels in each market.

The two studies above look at the same thing in two different ways. The top chart shows the total unduplicated audience of stations during an entire day and an entire week. The bottom study measures unduplicated audience only within a specified three-hour block, but shows station audience in terms of weekly and four-week totals



A STEADY FIVE YEAR CLIMB TO . . .

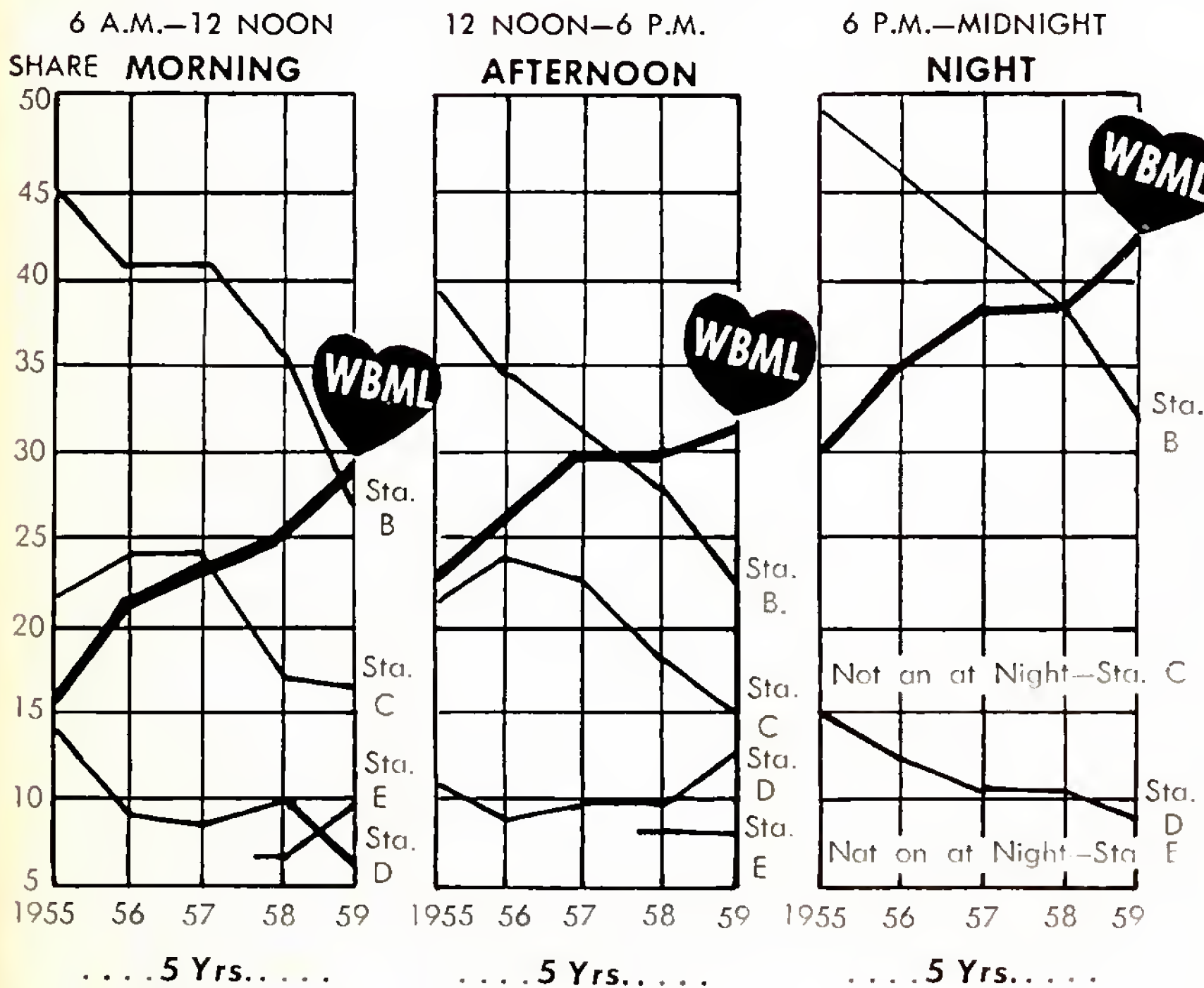
**wbml**

No.

in

**MACON, GA.**

**DECISIVELY . . . YOUR BEST BUY!**



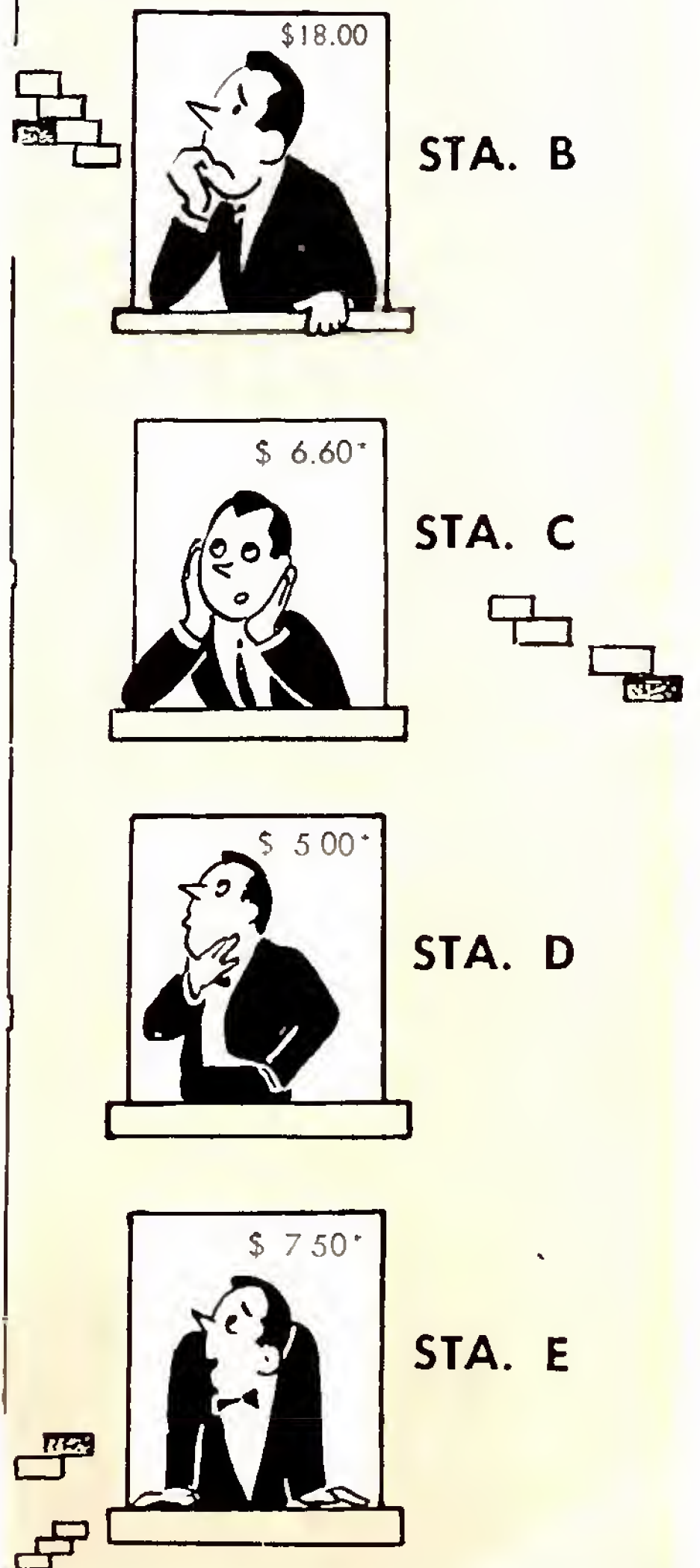
Pulse

**When Buying Macon Look to the**  
No. 1 Station in Hooper and Pulse!



MACON'S 24-HOUR MOBILE NEWS STATION

See FORJOE, Nat'l Rep.



\* ONE MINUTE CLASS A



## Stations reach practically their entire audience in a week

Station circulation (homes reached) in six markets

Market	Rank	Daily		Weekly	Monthly
		Day	Night		
New York	Top station	1,287,530	763,830	1,840,200	1,966,580
	Median station	614,090	432,220	948,540	1,003,270
Chicago	Top station	826,580	465,440	1,497,710	1,663,050
	Median station	521,170	307,490	935,190	1,031,100
Houston	Top station	125,960	59,420	214,730	234,140
	Median station	45,610	21,010	94,330	104,750
New Orleans	Top station	249,120	241,750	525,700	596,110
	Median station	45,970	21,700	84,590	91,700
San Diego	Top station	46,150	22,950	81,600	94,350
	Median station	36,970	11,730	72,680	81,350
Dayton	Top station	87,750	29,710	151,410	170,640
	Median station	42,620	19,260	83,190	95,400

Data above come from NCS No. 2 (Spring 1956), shows different homes reached over various periods of time. Stations are ranked according to weekly circulation. Note that weekly figures range about 90% of monthly reach. Nielsen 12-week figures indicate slight additions but for all practical purposes stations generally reach total audience in a week

## How schedule switch can boost cumulative audience

Sunday spots lift reach of prime time buys

4 WEEK CUMULATIVE AUDIENCE					
6-9 AM 5 Weekdays	Description of schedule	Percent of homes	Number of homes	Episodes per home	Home impressions
<b>Station total</b>	60¼ hours weekly	<b>20.9%</b>	891,760	12.2	<b>10,879,470</b>
<b>Schedule A</b>	10 spots weekly	<b>15.4</b>	657,100	3.0	<b>1,971,300</b>
<b>Schedule B</b>	A plus 10 spots weekly	<b>18.0</b>	768,000	4.9	<b>3,763,200</b>
<b>Schedule C</b>	B plus 20 spots weekly	<b>19.7</b>	840,600	8.5	<b>7,145,100</b>
6-9 AM 4 Weekdays & Sun.					
<b>Schedule D</b>	10 spots weekly	<b>20.2</b>	861,900	2.5	<b>2,154,750</b>
<b>Schedule E</b>	D plus 10 spots weekly	<b>21.2</b>	904,600	4.7	<b>4,251,620</b>
<b>Schedule F</b>	E plus 20 spots weekly	<b>24.8</b>	1,058,200	8.4	<b>8,888,880</b>

NSI FIGURES above are taken from one radio station in a major market. Top line shows station's total audience in early morning block. First three schedules show audience for 10, 20 and 40 15-minute periods weekly over four week Monday through Friday. Second three schedules show two, four, eight Sunday periods substituted for Wednesday periods



# National Spot Radio

*today offers advertisers big opportunities  
to sell their products and services to  
millions of potential customers  
selectively, frequently and  
economically.*



Radio  
Division

## Edward Petry & Co., Inc.

*The Original Station Representative*

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT  
LOS ANGELES • SAN FRANCISCO • ST. LOUIS



# SPENDING AND COSTS

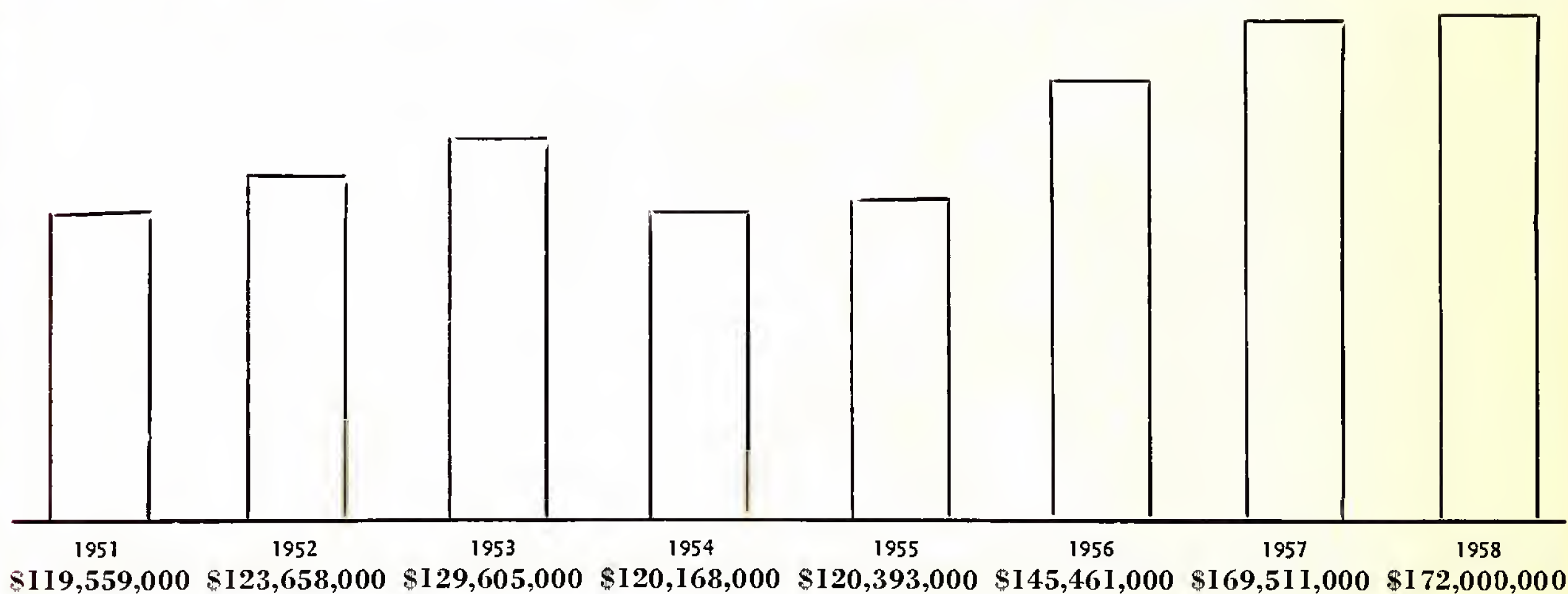
## What advertisers spent on radio during the past two years

Total radio expenditures by clients dipped almost imperceptibly last year, primarily because of network radio, according to estimates by McCann-Erickson as published in *Printers' Ink*. The 1958 figures were calculated before FCC release of 1958 am financial data which showed network time sales at \$46.5 million (down 8.1%), spot time sales at \$172 million (up 1.5%—see chart below) and local time sales at \$320.2 million (up 1.1%). The 1958 FCC report also corrected 1957 radio financial data, viz: network time sales revised down a little, spot sales up a little

### Total ad investment in radio, 1957-58

	1958		1957		Per cent change '58 vs. '57
	Millions	Per cent of all advertising	Millions	Per cent of all advertising	
Total	\$616.0	6.0	\$618.9	6.0	-0.6
Network	61.0	0.6	64.7	0.6	-5.7
Spot	185.0	1.8	187.1	1.8	-1.1
Local	370.0	3.6	367.1	3.6	+0.8

## Spot radio time sales were up 1.5% in 1958



Source: Figures above relate to station income from time sales only, after rate discounts but before commissions to reps, agencies. Source of all figures is FCC.

## The trends in spot radio rates, day and night

Prepared under the direction of Dan Denenholz, Katz Agency research chief, the charts above are based on the rep firm's "Spot Radio Budget Estimator." One station in each market—in most cases the highest cost station—was used in tabulating rates from SRDS. Rate used was that for 12 one-minute announcements per week for 13 weeks. The early morning-late afternoon rate was the average cost for the 7-9 a.m. and 4-6 p.m. periods. Daytime rate was that in effect for most hours between 9 a.m. and 4 p.m. Evening rate was that in effect for most hours between 6 and 11 p.m.

### Rate changes in top 150 markets, Dec. 1957 and 1958


1958 rates as percent of 1957		Ratio of prime time and night rates to other daytime rates	
	Index: 1957 = 100	1957 Index: daytime = 100	1958 Index: daytime = 100
1st 150 markets			
early morn.-late after.	101.8	113.8	116.2
daytime	99.7	.....	.....
evening	93.6	91.9	86.3



# EXPLOSION!

That sound you're hearing from the lower left hand corner of America isn't caused by nuclear fission. It's the 19th market . . . bursting wide open. San Diego. Working, playing and buying at a furious pace. And KFMB Radio echoes the healthy, vibrant sounds. CBS speaks from around the world. Our own reporters know this market intimately — and vice versa. Happy music, nice personalities. Variety. Overall, San Diego's own bounce, pace and life captured by the station with the biggest audiences in the better part of Southern California. We have a corner on this corner of the country and it will throw open its pockets and purses for you through us. Touch our fuse and — stand back!



**KFMB RADIO**  **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC.



## These were spot radio's 51 leading spenders in 1958

### Net expenditures in spot radio

RANK	COMPANY	RAB-ESTIMATED EXPENDITURES	RANK	COMPANY	RAB-ESTIMATED EXPENDITURES
1.	General Motors Corp.	\$5,400,000		Miles Laboratories, Inc.	\$1,100,000
2.	Ford Motor Co.	5,000,000		Northwest Orient Airlines	1,100,000
3.	R. J. Reynolds Tobacco Co.	4,700,000	18.	American Airlines, Inc.	1,000,000
4.	American Tobacco Co.	4,600,000		Gulf Oil Corp.	1,000,000
5.	Liggett & Myers Tobacco Co.	2,700,000		Metropolitan Life Insurance Co.	1,000,000
6.	Texas Co.	2,600,000		The Quaker Oats Company	1,000,000
7.	Chrysler Corp.	2,300,000	19.	Tetley Tea Co., Inc.	960,000
8.	Sinclair Oil Corp.	2,200,000	20.	American Home Products Corp.	925,000
9.	Thomas Leeming & Co., Inc.	2,000,000	21.	Household Finance Corp.	900,000
10.	Lever Bros. Co.	1,900,000		Joseph Schlitz Brewing Co.	900,000
	Standard Brands, Inc.	1,900,000	22.	Campbell Soup Co.	840,000
11.	Anheuser-Busch, Inc.	1,800,000	23.	National Carbon Co.	800,000
	Carling Brewing Co., Inc.	1,800,000	24.	Associated Sepian Products	780,000
12.	Bristol-Myers Co.	1,700,000		Liebmann Breweries, Inc.	780,000
	Fels & Co.	1,700,000	25.	Colgate-Palmolive Co.	750,000
	Shell Oil Co.	1,700,000	26.	Revlon, Inc.	750,000
13.	Continental Baking Co., Inc.	1,600,000	27.	Sun Oil Co.	730,000
	Sterling Drug, Inc.	1,600,000	28.	Robert Hall Clothes, Inc.	725,000
14.	B. C. Remedy Co.	1,500,000	29.	Falstaff Brewing Corp.	720,000
	Beneficial Finance Co.	1,500,000	30.	Beech-Nut Life Savers, Inc.	715,000
15.	Plough, Inc.	1,400,000	31.	Seaboard Finance Co.	700,000
16.	P. Lorillard Co.	1,200,000	32.	P. Ballantine & Sons	650,000
	Standard Oil Co. (New Jersey)	1,200,000		General Mills, Inc.	650,000
17.	Alenite Div. of Stewart-Warner Corp.	1,100,000		Theo Hamm Brewing Co.	650,000
	Best Foods, Inc.	1,100,000		Trans World Airlines, Inc.	650,000
	Cities Service Co.	1,100,000			

SOURCE: Radio Advertising Bureau estimates. Net spending after discounts

## These are the top spenders in spot radio this year measured by time used

### Top 20 clients, first quarter, 1959

RANK	COMPANY
1	Liggett & Myers Tobacco Co.
2	Thomas Leeming & Co., Inc.
3	R. J. Reynolds Tobacco Co.
4	Ford Motor Co.
5	P. Lorillard Co.
6	American Tobacco Co.
7	Pharmaco, Inc.
8	Campbell Soup Co.
9	Beneficial Finance Co.
10	Philip Morris, Inc.
11	The Borden Co.
12	Plough, Inc.
13	Bristol-Myers Co.
14	Sinclair Oil Corp.
15	B. C. Remedy Co.
16	The Chattanooga Medicine Co.
17	Miles Laboratories, Inc.
18	Tetley Tea Co., Inc.
19	Standard Oil Co. (New Jersey)
20	Sterling Drug, Inc.

SOURCE: RAB ranking based on amount of time used.

## Expenditures of various industries in spot radio during one 1958 quarter

### 3d quarter '58, by category

RANK	CATEGORY	% OF TOTAL
1	Food and grocery	18.9
2	Gasoline, lubricants	18.3
3	Tobacco products	13.3
4	Ale, beer, wine	9.0
5	Cleansers	6.8
6	Automotive	6.0
	Drugs	6.0
8	Toilet requisites	4.6
9	Finance	3.4
10	Agriculture	3.0
11	Transportation, travel	2.0
12	Miscellaneous	1.9
13	Confections, soft drinks	1.6
14	Consumer Services	1.0
15	Household, General	.7
	Pet products	.7
17	Building material	.6
	Clothing, apparel, accessories	.6
	Publications	.6
	Amusements	.6
21	Watches, jewelry, silverware	.4

SOURCE: The RAB estimates above are based on the amount of time purchased by clients in these categories. Religious and political sponsorship are not included. Note that top three categories account for 50% of buys. This was latest material available.



# WDGY

*firmly in*

**FIRST PLACE ON HOOPER (all-day average)**

**...plus MORE THAN HALF THE FIRST PLACE**

**PULSE QUARTER HOURS (266 of 504**

**quarter-hours, Monday-Sunday, 6 a.m.-midnight)**

# WDGY

**MINNEAPOLIS — ST. PAUL**

*"The 50,000 Watt Station... with the 50,000 Watt Personalities"*

*General Manager: C. B. Clarke, Jr. Represented by: John Blair & Co.*

*one*

*of the*

**STORZ**

*Stations*

Todd Storz, President

Home Office: Omaha

WDGY Minneapolis-St. Paul

WHB Kansas City

KOMA Oklahoma City

WTIX New Orleans

WQAM Miami



## These are the top billing radio agencies

### How top 50 air agencies rank in total radio billings

Rank	Agency	Total radio (million \$)
1	J. Walter Thompson*	\$16.3
2	McCann-Erickson	15
2	BBDO*	15
4	Y & R*	13.2
5	Ayer*	13
6	Esty*	12.5
7	D-F-S*	8
8	F C & B	6.5
9	Ted Bates	6.3
10	SSC&B	6
10	C & W*	6
12	Grey	5.4
13	K & E	5.3
14	D'Arcy	5
15	N C & K	4.1
16	Lennen & Newell	4
17	Gardner	3.45
18	Cohen & Aleshire	3.4
19	Burnett	3.05
20	Campbell-Ewald*	3
21	Needham, Louis & B.	2.9
22	Grant	2.8
23	Campbell Mithun	2.5
24	Ogilvy, Benson & M.	2.4
25	Compton	2.25

Rank	Agency	Total radio (million \$)
26	EWR&R	\$2
26	F S & R	2
26	Mogul	2
29	Donahue & Coe	1.6
30	B & B	1.5
30	Wade	1.5
30	Warwick & Legler	1.5
33	Guild, Bascom & B.	1.47
34	DCSS	1.3
35	Best	1.1
36	Maxon	1
36	D. P. Brother*	1
36	Honig Cooper, H & M	1
36	Geyer*	1
36	Kudner	1
41	McM-J & A	0.8
42	E. H. Weiss	0.7
43	Keyes, Madden & J.	0.575
44	Tatham-Laird	0.5
44	Bryan Houston	0.5
46	Doyle, Dane & B.	0.4
47	Reach-McClinton	0.3
47	LaRoche	0.3
49	Parkson	0.2
50	North	0.1

### Top 10 spot radio agencies

Rank	Agency	Total spot (million \$)
1	McCann-Erickson	\$13
1	BBDO*	13
3	J. Walter Thompson*	11.8
4	Ayer*	10
5	Y & R*	9.4
6	Esty*	9
7	D-F-S*	7
8	D'Arcy	5
9	SSC&B	5.8
10	Grey	4.4

### Top 10 network radio agencies

Rank	Agency	Total network (million \$)
1	J. Walter Thompson	\$4.5
2	F C & B	3.9
3	Young & Rubicam	3.8
4	Esty	3.5
5	Ayer	3
6	Campbell-Ewald	2.5
7	McCann-Erickson	2
7	BBDO	2
7	Ted Bates	2
7	C & W*	2

Figures cover U.S. billings only. \*Indicates SPONSOR estimate for all or part of figures.





## RCA THESAURUS TURNS TIME INTO PROFITS FOR YOU

Here are just a few examples of the way RCA THESAURUS COMMERCIAL LIBRARY FEATURES build bigger profits for radio stations throughout the country:

"We billed \$12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors delighted . . . a great campaign." **Dale Woods, Manager, KUEN, Wenatchee, Washington**

"Sold SUPERMARKET CAMPAIGN, 9,464 spots on firm year contract to Stater Bros. markets . . . terrific sales results for sponsor. Nearly all of 100 new accounts sold in past few months were closed by using Thesaurus jingles." **Joe Klaas, Sales Manager, KITO, San Bernardino, California**

"Piggly Wiggly stores bought 52-week, 42 spots weekly schedule SUPERMARKET RADIO CAMPAIGN . . . 2,184 spots annually . . . we're charging a premium fee." **H. G. Parise, Manager, WMFG, Hibbing, Minnesota**

"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center . . . Superior Federal Savings bought 365 spots, DATELINES AND SELL-LINES SALES BOOSTERS." **James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas**

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." **D. Pebbles, Commercial Manager, KDBS, Alexandria, La.**

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" **Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts**

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. \$3,300 new revenue in first two weeks with Thesaurus." **Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin**

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." **Ed Morgan, Manager, WETU, Wetumpka, Alabama**

"Thesaurus LUMBER JINGLE increased account \$1,700 a year." **Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey**

RCA THESAURUS can do as much for you, and more! Wait till you hear about the many other sure-selling COMMERCIAL LIBRARY FEATURES we haven't even mentioned. Unsold time means lost income for you, so don't let another minute slip by. Call your nearest RCA THESAURUS representative now, and get the full low-cost high-profit story!



# RECORDED PROGRAM SERVICES

155 EAST 21st STREET, NEW YORK 10, N. Y., MURRAY HILL 9-7200  
115 N. LAKE SHORE DRIVE, CHICAGO 11, ILL., WHITEHALL 4-3530  
1121 RHODES-HAVERY BLDG., ATLANTA, GA., JACKSON 4-7703  
7901 EMPIRE FREEWAY, DALLAS 35, TEXAS, FLEETWOOD 2-3911  
1016 N. SYCAMORE AVE., HOLLYWOOD 38, CAL., OLDFIELD 4-1660  
800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691



## NETWORK PATTERNS

**The 5-minute show is the most popular network program buy**

**Total minutes sold by program length and network**

Program length	NBC minutes	CBS minutes	ABC minutes
1 Hour	0	0	60
30 Minutes	150	0	300
25 Minutes	50	0	0
15 Minutes	165	390	75
10 Minutes	0	100	0
5 Minutes	845	290	220
<b>TOTAL</b>	<b>1,210</b>	<b>780</b>	<b>655</b>

Source: NBC Radio, typical week, winter 1958.

**Typical buys on  
network radio:  
their reach and  
exposure frequency  
over four weeks**

**What size audience can an advertiser accumulate . . .**

**A. With a daytime music and a nighttime news strip?**

Cumulative rating	Unduplicated homes	Average frequency
9.9%	4,882,000	4.4

**B. With a typical morning five minute segment?**

	Percent	Number homes	Avg. episodes
Cume Audience	11.7	5,774,000	3.9
Avg. per-broadcast rating	2.1	1,063,000	

Source: NRI, Jan.-Feb. 1959, 4-week cumulative data.

**The top 10 radio network shows and their ratings**

**Top 10 Pulse network radio shows, February, 1959**

Program	Network	Highest rating
World News Roundup	CBS	4.3
Lowell Thomas, Sports	CBS	4.2
Arthur Godfrey	CBS	4.1
News-Ned Calmer (7:45 A.M.)	CBS	4.1
Edward R. Murrow	CBS	4.0
Ma Perkins	CBS	4.0
News-D. Townsend (10:00 A.M.)	CBS	4.0
News-Ned Calmer (11:00 A.M.)	CBS	3.9
Whispering Streets	CBS	3.9
Young Dr. Malone	CBS	3.9





**GOOD MUSIC** rings up sales in Los Angeles...  
and registers continuous renewals such as these:

SLAVICK JEWELRY CO.	15th year	REPUBLIC VAN & STORAGE CO.	6th year
UNION PACIFIC RAILROAD	10th year	THE PRUDENTIAL INSURANCE CO.	6th year
BARBARA ANN BREAD	10th year	MARTIN MOTORS	6th year
HAR OMAR RESTAURANT	8th year	CINERAMA	6th year
KIP OINTMENT	7th year	BERLITZ SCHOOLS OF LANGUAGES	5th year
WALLICHS MUSIC CITY	7th year	PEPSI-COLA	3rd year
YELLOW CAB CO.	6th year	RCA-WHIRLPOOL	3rd year

...more than 40 sponsors in their 2nd to 19th year!



**KFAC**

*The Music Stations for Southern California*  
24-hour simultaneous AM-FM at one low cost  
Represented by The Bolling Co., Inc.

**PRUDENTIAL SQUARE • LOS ANGELES**

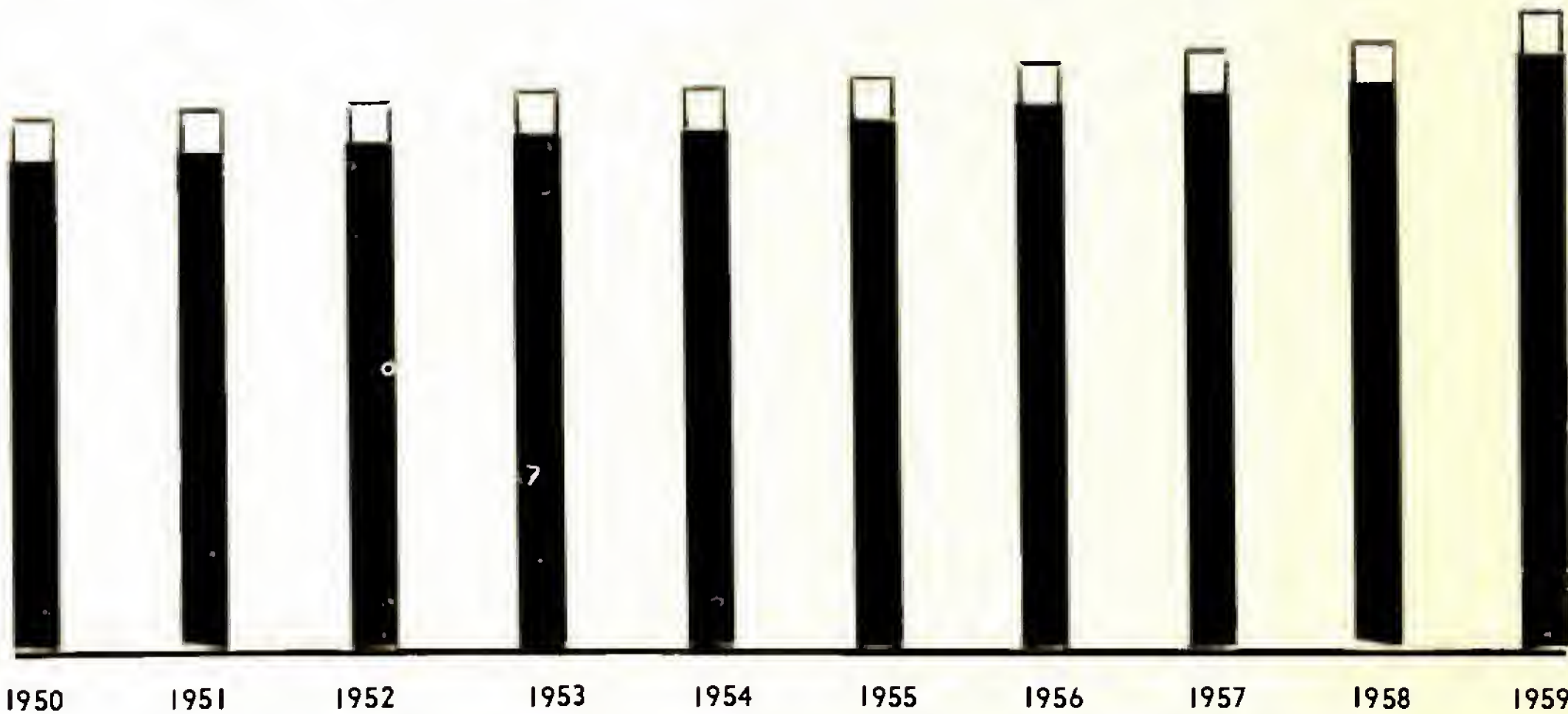


DIMENSIONS

Here's how U. S. radio homes have grown

Millions of U.S. homes with radios, March 1950-1959

U.S. homes	43.4	44.4	45.3	46.1	46.7	47.6	48.7	49.5	50.5	51.4
Radio homes	41.4	42.9	44.3	44.9	45.1	45.9	47.0	47.7	48.7	49.5

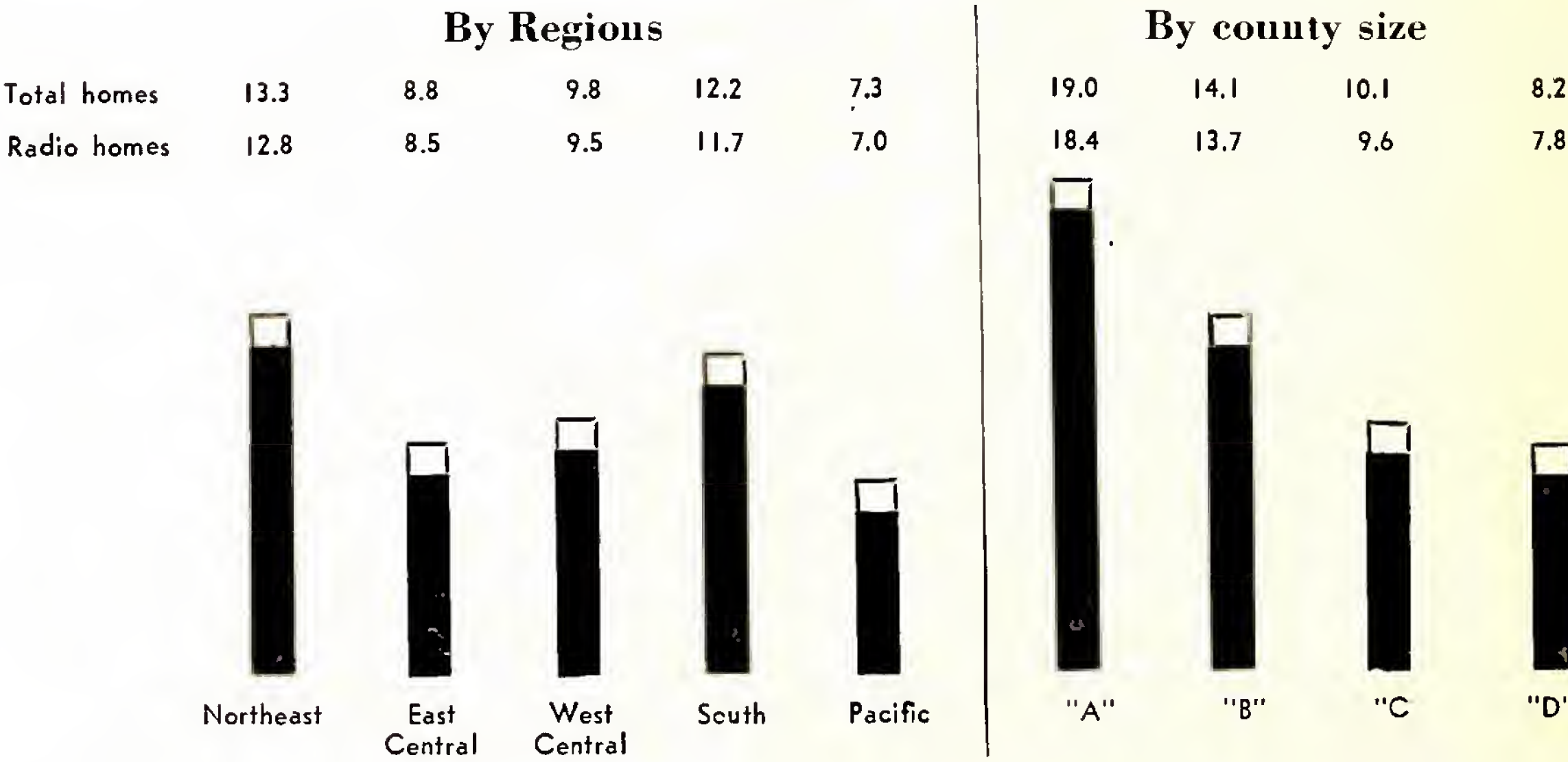


At the rate the U.S. population is growing, there will be 50 million radio homes by end of year. Latest Nielsen

saturation figure is 96.3% (for all practical purposes, 100%), just about the same level it has been for years

Radio home ownership by region and county size

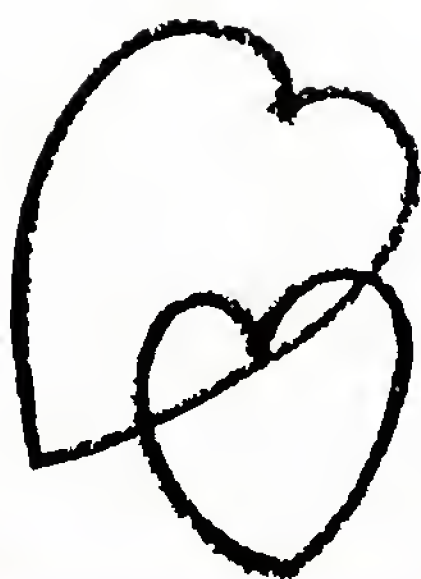
Millions of radio homes, March 1959



The South and Pacific regions had the biggest growth in numbers of radio homes since last year, Nielsen data

show. On the county size level, "C" and "D" counties show no radio home growth; rural population is on decline





IN ROANOKE  
**KROGER**  
LOVES  
**WROV**



THE *Kroger* co

CHARLES W. CONNER  
SALES PROMOTION AND  
ADVERTISING MANAGER  
ROANOKE DIVISION

2240 SHENANDOAN AVENUE, N. W.  
ROANOKE, VIRGINIA

November 25, 1958

Mr. Burt Levine  
General Manager  
Radio Station WROV  
Roanoke, Virginia

Dear Burt:

It is our policy here at Kroger to reappraise media  
at four-month intervals.

During this period, we have conducted many tests of  
which you were unaware. To determine the ability of  
each of the personalities to sell for Kroger, we  
selected particular items and assigned these during  
test weeks to the different personalities. We were  
careful that the items were not promoted in any other  
way. At the end of each week a survey of movement  
was made.

Your personalities came through for us beyond our  
expectations.

For example--we intended to run a group of household  
items for a two-week period. We scheduled the items  
on WROV for the first week of the promotion. At the  
end of five days, our merchandise supply was exhausted.  
At another time we gave Jackson a particular assign-  
ment to sell a Packer Label Corned Beef. Over the  
three-day weekend period our usual sales volume doubled.  
Jackson's show was the only promotion put behind the  
item. This proved to us that Jackson's appeal is not  
just to teenagers, but to all age groups.

These are just two instances among many to illustrate  
the job that the personalities have done for Kroger.

Please pass along our appreciation to all of your  
staff for the fine way in which they have handled Kroger  
shows.

Very truly yours,

*Charles W. Conner*

Charles W. Conner, Manager  
Advertising & Sales Promotion

CWC/gc

Use these WROV personalities and  
ROANOKE will love you!

KEN TANNER • BARBARA FELTON  
JERRY JOYNES • JACK FISHER  
JIVIN' JACKSON

**WROV**  
ROANOKE, VIRGINIA  
*Burt Levine, President*



**U.S. radio sets now  
total 146 million  
including 48 million  
for out-of-home use**

Set location	Number of sets	Percent
IN HOMES	87,800,000	60.1
PORTABLES	10,500,000	7.2
IN AUTOS	37,900,000	25.9
IN PUBLIC PLACES	10,000,000	6.8
<b>TOTAL SETS</b>	<b>146,200,000</b>	<b>100.0</b>

Source: RAB. sets in working order.

### End of May 1959

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
AM	3,366	118	526	159
FM	612	147	53	21

### End of May 1958

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
AM	3,248	92	406	107
FM	541	87	40	14

Source: FCC monthly reports, commercial stations. \*April each year.

**Number of radio  
stations are up  
189 over 1958,  
total almost 4,000**

**Few new radios  
now end up in  
the living room**

### Location of new radios in "Telurbia"

In house					Outside house
Bedroom	Kitchen	Portable	Living room	Other	Auto, etc.
38.7%	21.0%	13.3%	12.0%	3.3%	11.7%

Source: RAB, from study of densely-saturated tv area (Long Island, N. Y.).

### Frequency loading of standard broadcast stations

Year	Number of on-air and authorized stations	Increase in stations over previous year	Average frequency loading
1952	2420	+ 35	23
1953	2584	+164	24
1954	2697	+113	25
1955	2840	+143	25
1956	3020	+180	28
1957	3238	+218	30
1958	3353	+115	31

Source: Federal Radio Commission, 7th Annual Report, p. 18; Federal Communications Commission, Annual Reports; All figures are as of 30 June.

**Number of radio  
stations per channel  
(frequency) has  
climbed steadily**



**WHB dominates KANSAS CITY radio just about the way it does this ad**

*For 5 years . . . on all surveys . . . in all time periods . . . in all seasons . . . WHB has dominated radio listening in Kansas City and environs. Naturally advertisers have followed audience . . . they've gotten results . . . they've renewed. Do you want to dominate Kansas City, too? Let Blair or G.M. George W. Armstrong fill you in.*

WHB  
10,000 watts  
—710 kc  
KANSAS CITY,  
MISSOURI

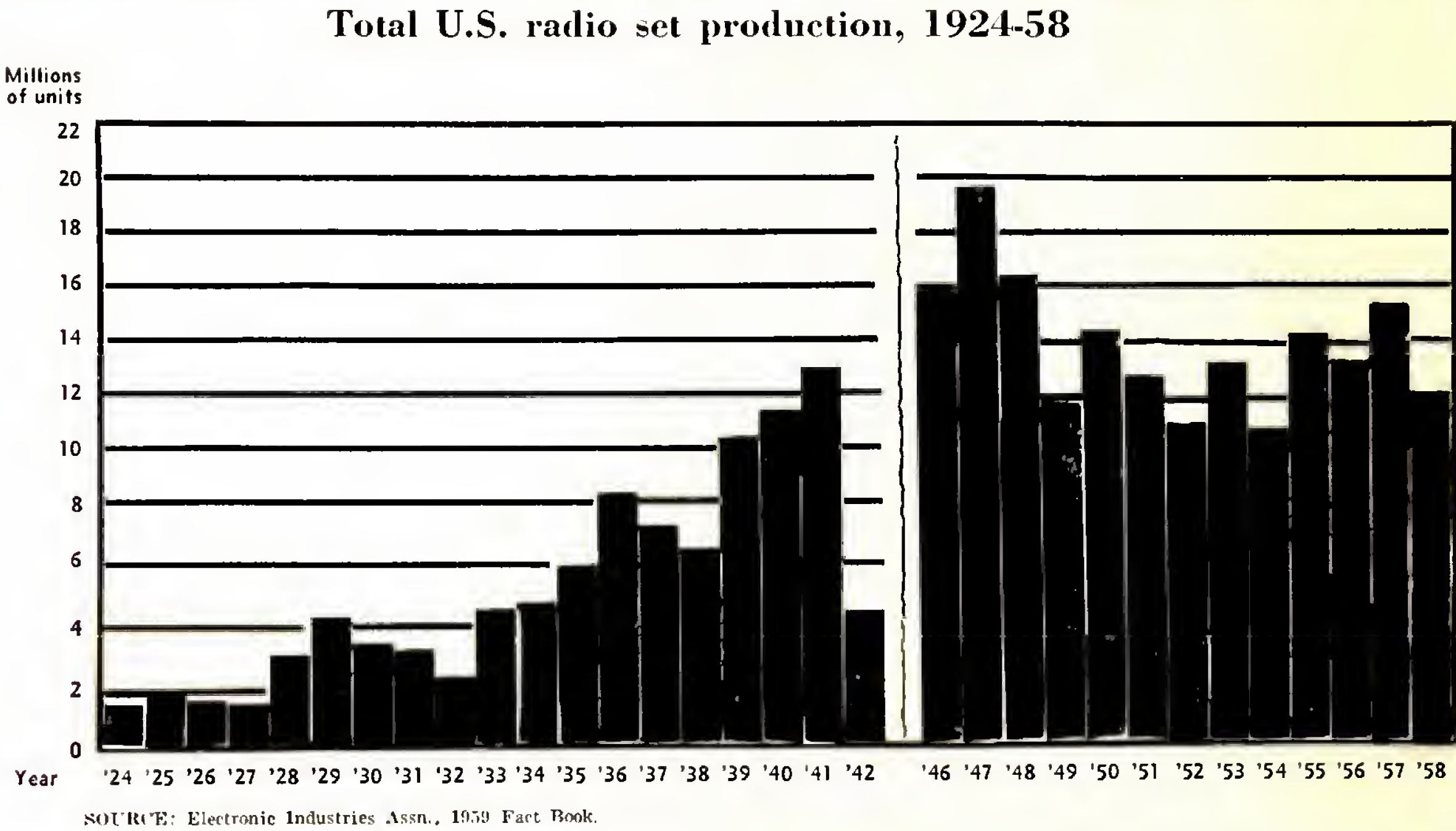
one  
of the  
**STORZ**  
Stations

Todd Storz, President  
Home Office: Omaha  
WDGY Minneapolis - St. Paul  
WHB Kansas City  
KOMA Oklahoma City  
WTIX New Orleans  
WQAM Miami



SET PRODUCTION

How radio set production varies year by year



Portable radio set sales hold up strongly

Radio set sales by type, 1947-58

YEAR	HOME	CLOCK	PORTABLE	AUTO	TOTAL
1947	14,972,000	—————	2,388,000	3,459,000	20,819,000
1948	10,325,000	—————	2,585,000	4,240,000	17,150,000
1949	5,127,000	—————	1,799,000	3,596,000	10,522,000
1950	7,818,000	—————	1,593,000	4,740,000	14,151,000
1951	5,358,000	727,000	1,200,000	4,543,000	11,828,000
1952	1,394,000	1,666,000	1,528,000	3,243,000	10,831,000
1953	3,309,000	1,714,000	1,503,000	5,183,000	11,709,000
1954	2,701,000	1,897,000	1,449,000	4,124,000	10,170,000
1955	2,659,000	2,035,000	1,879,000	6,864,000	13,437,000
1956	3,007,000	2,223,000	2,683,000	5,057,000	12,970,000
1957	3,193,000	2,439,000	3,205,000	5,496,000	14,333,000
1958	2,669,000	2,205,000	3,115,000	3,715,000	11,704,000

Source: EIA. Auto figures are factory production, all others are retail sales. Does not include radio-phonograph combinations.



# Beginning August 25, WANN with 10,000 Watts, becomes metropolitan Baltimore's most powerful Negro Program Station!

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts, becomes the most powerful and the largest Negro program station in the East!

# WANN

*Our 12th Year of Successful Broadcasting*

---

**Maryland's Capital Station**

ESTABLISHED IN 1947

1190 ON YOUR DIAL

10,000 WATTS

represented by

Walker-Rawalt, Inc.

47 Madison Ave., N.Y. 17, N.Y.

P.O. Box 631, Annapolis, Maryland

Telephone: Colonial 3-2500



# RADIO STATIONS AND THEIR REPRESENTATIVES

Here's a handy list of reps for spot radio's am and fm stations

For the timebuyer who wants to get in touch with a lot of stations in a hurry (and what timebuyer doesn't at one time or another), here's a handy list.

It contains am and fm stations with no information other than the state, city, call letters and name of the station's national representative.

The listing does not contain all radio stations in the U.S. In the first place, stations with no national repre-

sentative were excluded. What the list does is concentrate on stations used by spot advertisers. This meant the further exclusion of many small market stations which live on local advertising. For the fm list, a more generous definition of spot radio's "universe" was made because of the relatively small number of fm outlets.

Because of the complexity of such a listing, a few stations may be omitted—for which SPONSOR apologizes.

## AM & FM STATIONS AND THEIR NATIONAL REPS, 1 JULY 1959

### AM Stations

#### ALABAMA

##### Anniston

WANA ..... mcgillvra  
WHMA ..... walker-rawalt

##### Birmingham

WAPI ..... christal  
WATV ..... bernard  
WBRC ..... katz  
WCRT ..... weed  
WEDR ..... bob dore  
WENN ..... pearson  
WEZB ..... sears & ayer  
WJLD ..... forjoe  
WSGX ..... v. r. & m.  
WVOK ..... radio-tv  
WYDE ..... young

##### Decatur

WHOS ..... clark  
WMSL ..... masla

##### Dothan

WAGE ..... sears & ayer  
WDIG ..... best  
WOOF ..... clark

##### Godsden

WCAS ..... r. v. h.  
WETO ..... mcgillvra  
WGAD ..... walker-rawalt

##### Mobile

WABB ..... branham  
WAIP ..... walker-rawalt  
WALA ..... h-r  
WGOK ..... howard  
WKAB ..... v. r. & m.  
WKRQ ..... avery-knode  
WMOZ ..... bob dore

##### Montgomery

WAPX ..... bolling  
WBAM ..... radio-tv  
WCOV ..... v. r. & m.  
WHHY ..... masla  
WMGY ..... stars national  
WRMA ..... everett-mckinney

##### Muscle Shoals

WLAY ..... walker-rawalt

##### Selma

WGWC ..... holman  
WRWJ ..... clark

##### Tuscaloosa

WACT ..... grant webb  
WJRD ..... bob dore  
WNPT ..... r. v. h.

WTBC  
WTUG

sears & ayer  
national time sls.

#### Jonesboro

KBTM ..... burn-smith  
KNEA ..... gill-perna

#### Little Rock

KARK ..... petry  
KGHI ..... weed  
KLRA ..... h-r  
KNLR ..... w. s. grant  
KOKY ..... pearson  
KTHS ..... christal  
KVLC ..... o'connell  
KXLR ..... bolling

#### Pine Bluff

KCLA ..... best  
KOTN ..... walker-rawalt  
KPBA ..... reilly (midw.)

#### Texarkona

KCMC ..... v. r. & m.  
KOSY ..... pearson  
KTFS ..... walker-rawalt

### CALIFORNIA

#### Avolon

KBIG ..... weed

#### Bakersfield

KAFY ..... mcgavren  
KBIS ..... weed  
KERN ..... raymer  
KGEE ..... o'connell  
KIKK ..... bolling  
KLYD ..... w. s. grant  
KMAP ..... forjoe  
KPMC ..... burn-smith

#### Chico

KHSL ..... avery-knode  
KPAY ..... hollingber

#### El Centro

KAMP ..... oake  
KXO ..... rayme

#### Eureka

KENL ..... w. s. grant  
KIEM ..... hollingber  
KINS ..... weed

#### Fresno

KARM ..... hollingber  
KBIF ..... weed  
KEAP ..... mcgavren  
KFRE ..... blair  
KGST ..... national time sls.  
KMAK ..... meeker  
KMJ ..... rayme  
KYNO ..... headley-ree

#### ARIZONA

##### Flogstiff

KVNA ..... radio-tv

##### Nagales

KNOG ..... best  
XEHF ..... national time sls.; oakes

##### Phoenix

KBUZ ..... young  
KHAT ..... w. s. grant  
KIFN ..... national time sls.  
KOOL ..... am radio sls.  
KOY ..... blair  
KPHO ..... katz  
KPOK ..... forjoe  
KRIZ ..... radio-tv  
KRUX ..... mcgavren  
KTAR ..... avery-knode

##### Prescott

KNOT ..... masla  
KYCA ..... avery-knode

##### Saffard

KGLU ..... raymer

##### Tucson

KAIR ..... branham  
KCEE ..... forjoe  
KCNA ..... gill-perna  
KCUB ..... young  
KEVT ..... national time sls.  
KMOP ..... w. s. grant  
KOLD ..... am radio sls.  
KTKT ..... mcgavren  
KTUC ..... radio-tv

##### Yuma

KVOY ..... radio-tv  
KYUM ..... avery-knode

### ARKANSAS

##### Foyetteville

KFAY ..... bob dore  
KHOG ..... walker-rawalt

##### Fort Smith

KFPW ..... gill-perna  
KFSA ..... v. r. & m.  
KTCS ..... bob dore  
KWHN ..... r. v. h.

##### Hot Springs

KBHS ..... clark  
KBLO ..... r. v. h.  
KWFC ..... v. r. & m.

For the beginning of the fm list, see page 88



Radio Buying is  
**NOT** a Toss-up!



**Little Rock  
and  
Central  
Arkansas**



Join the ranks of  
successful advertisers on:

**KVLG**  
where:

1. Imaginative programming,
2. Tap personalities, and
3. Instant News coverage . . .  
combine to satisfy listeners  
and advertisers year after year!



NATIONAL REPS.:

- New York City  
Richard O'Connell, Inc.
- Chicago  
William J. Reilly
- Kansas City — St. Louis  
Jack Hetherington

. . . and in nearby  
**LAKE CHARLES, LA.**

it's



Reaching a booming market of 250,000.  
Annual retail sales \$200,000,000.

**NOW** Special 15% discount on this  
potent combination . . .  
KVLG, Little Rock + KIKS, Lake Charles

**Los Angeles**

KABC  
KALB  
KDAY  
KFAC  
KFI  
KFWB  
KGIL  
KHJ  
KLAC  
KMPC  
KNN  
KPOL  
KPOP  
KTYM  
KWKW  
KXLA

katz  
o'connell  
young  
bolling  
christal  
blair  
branhams  
h-r  
eastman  
am radio sls.  
cbs spot  
forjoe  
broadcast time sls.  
w. s. grant  
national time sls.  
cooke

**Madesta**

KBEE  
KFIV  
KTRB

raymer  
hollingbery  
mcgavren

**Pala Alta**

KIBE

good music brdcsrs.

**Pasadena**

KWKW  
KXLA

national time sls.  
broadcast time sls.

**Redding**

KPAP  
KVOV  
KVIP

w. s. grant  
avery-knode  
hollingbery

**Riverside**

KACE  
KPRO

walker-rawalt  
pearson

**Sacramento**

KCRA  
KFBK  
KGMS  
KROY  
KXOA

petry  
raymer  
forjoe  
hollingbery  
mcgavren

**Salinas**

KDON  
KSBW

pearson  
mcgavren

**San Bernardino**

KCKC  
KFXM  
KITO  
KRNO

grant webb  
mcgavren  
hollingbery  
bolling

**San Diego—Tijuana, Mex.**

KCBQ  
KDEO  
KFMB  
KFSD  
KGB  
KSDO  
KSON  
KEAK  
XEGM  
XENN

young  
eastman  
petry  
katz  
h-r  
mcgavren  
headley-reed  
hollingbery; p. g. w.  
o'connell  
national time sls.

**San Fernando**

KGIL

branhams

**San Francisco—Oakland—Berkeley**

KABL  
KCBS  
KEWB  
KFRC  
KGO  
KJBS  
KLX  
KNBC  
KOBV  
KOFY  
KRE  
KSAN  
KSAY  
KSFO  
KWBR  
KYA

mcgavren  
cbs spot  
katz  
h-r  
blair  
bolling  
weed  
nbc spot  
petry  
forjoe  
w. s. grant  
howard  
raymer  
am radio sls.  
walker-rawalt  
young

**San Jase**

KEEN  
KLOK  
KSJO  
KXRX

hollingbery  
clark  
pearson  
mcgavren

**San Luis Obispo**

KATY  
KVEO

meeker  
mcgavren

**Santa Barbara**

KDB  
KIST  
KTMS

mcgavren  
hollingbery  
raymer

**Santa Monica**

KDAY

mcgavren

**KWKW**

**17 YEARS**

OF

**LEADERSHIP**

in the

**LOS ANGELES  
SPANISH  
MARKET**

**ONLY  
24 HOUR  
SPANISH STATION  
IN THE U.S.A.**

**With KWKW you  
can reach nearly  
700,000**

**LOYAL LISTENERS  
SPENDING OVER  
\$60,000,000 monthly  
BUY THE NO. 1 STATION\***

\*Spanish Pulse, April 1959



S.F.—Theo. B. Hall

N.Y.—Nat'l Time Sales



# WHEN YOU BUY HARTFORD

Consider good sound radio

Consider **WINF** for

• **Quality**

• **Cost**

• **Results**

Buy the station that delivers  
a quality audience because  
it provides quality program-  
ming more than 18 hours  
daily.

## WINF

the information station covering  
one of America's important mar-  
kets from Manchester, Connecti-  
cut.

*Represented nationally by Chas. Bernord*

### AM STATIONS

(continued from page 71)

#### Santa Rosa

KSRO .....

mcgavren

#### Stockton

KJOY  
KRAK  
KSTN  
KWG .....

mcgavren  
headley-reed  
hollingbery  
w. s. grant

#### Tulare

KCOK  
KGEN .....

pearson  
forjoe

#### Ventura

KUDU  
KVEN .....

continental radio sls.  
grant webb

#### Visalia

KONG .....

hollingbery

### COLORADO

#### Colorado Springs

KPIK  
KRDO  
KVOR  
KWBY  
KYSN .....

bernard  
pearson  
v. r. & m.  
radio-tv  
avery-knode

#### Denver

KDEN  
KFML  
KFSC  
KGMC  
KHOW  
KIMN  
KLAJ  
KLIR  
KLZ  
KMYR  
KOA  
KOSI  
KTLN  
KUDY .....

breen & ward  
meeker  
national time sls.  
radio-tv  
p. g. w.  
avery-knode  
bernard  
best  
katz  
young  
christal  
petry  
blair  
w. s. grant

#### Pueblo

KCSJ  
KDZA  
KFEL  
KGHF .....

meeker  
devney  
continental radio sls.; w. s. grant  
gill-perna

### CONNECTICUT

#### Bridgeport

WICC  
WNAB .....

young  
mcgavren

#### Hartford

WCCC  
WDRC  
WINF (Manchester)  
WPOP  
WTIC .....

walker-rawalt  
raymer  
bernard  
young  
christal

#### New Britain

WHAY  
WKNB .....

pearson  
mcgavren

#### New Haven

WAVZ  
WELI  
WNIIC .....

hollingbery  
h-r  
mcgavren

#### New London

WNLC  
WSUB .....

reilly  
walker-rawalt

#### Norwich

WICH .....

everett-mckinney

#### Stamford

WSTC .....

everett-mckinney

#### Tarrington

WBZY  
WTOR .....

breen & ward  
r. v. h.

#### Waterbury

WATR  
WBRY  
WWCO .....

mcgavren  
o'connell  
masla

### DELAWARE

#### Georgetown

WJWL .....

continental brdcstg.

#### Wilmington

WAMS  
WDEL  
WILM  
WJBR  
WTUX .....

eastman  
meeker  
bolling  
fine music hi-fi brdcstrs.  
walker-rawalt

### DISTRICT OF COLUMBIA

WARL (Arlington)  
WEAM (Arlington)  
WGMS  
WMAL  
WOL  
WOOK  
WPGC  
WRC  
WTOP  
WUST  
WWDC .....

bernard  
broadcast time sls.  
avery-knode  
h-r  
headley-reed  
united  
forjoe  
nbc spot  
cbs spot  
pearson  
blair

### FLORIDA

#### Cypress Gardens

WGTO .....

petry

#### Daytona Beach

WMPJ  
WNDB  
WROD .....

masla  
clark  
pearson

#### Fort Lauderdale

WFTL  
WWIL .....

masla  
r. v. h.

#### Fort Myers

WINK .....

walker-rawalt

#### Gainesville

WDVH  
WGGG  
WRUF .....

everett-mckinney  
best  
burn-smith

#### Jacksonville

WAPE  
WIVY  
WJAX  
WMBR  
WOBS  
WPDQ  
WQIK  
WRIC  
WTTT  
WZOK .....

radio-tv  
masla  
headley-reed  
blair  
gill-perna  
v. r. & m.  
forjoe  
wootton  
raymer  
eastman

#### Lakeland

WLAK  
WONN  
WYSE .....

pearson  
cooke  
clark

#### Miami—Miami Beach

WAME  
WCKR  
WFEC  
WGBS  
WINZ  
WKAT  
WMBM  
WMET  
WMIE  
WQAM  
WSKP  
WVCG .....

mcgavren  
christal  
bob dore  
katz  
petry  
masla  
pearson  
forjoe  
bernard  
blair  
h-r  
good music brdcstrs.; clark

#### Orlando

WABR  
WDBO  
WHY  
WHOO  
WLOF .....

gill-perna  
blair  
pearson  
v. r. & m.  
stars national

#### Panama City

WDLP  
WPCF .....

hollingbery  
walker-rawalt

#### Pensacola

WBOP  
WBSR  
WCOA  
WPFA .....

r. v. h.  
v. r. & m.  
hollingbery  
bob dore

#### Sanford

WIOD .....

masla

#### Sarasota—Bradenton

WBRD  
WKXY  
WSPB  
WTRL .....

meeker  
clark  
pearson  
best

#### Tallahassee

WMEN .....

weed

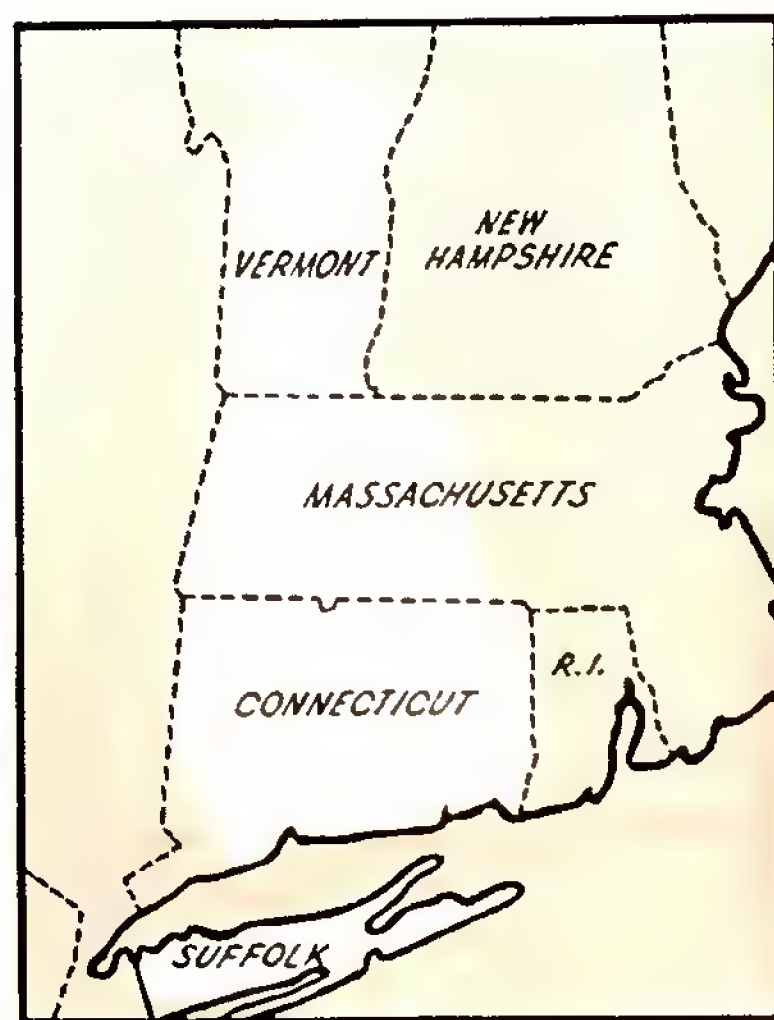
(Please turn to page 74)



# WTIC MEANS GREATEST COVERAGE

TOP PERSONALITY  
ADULT ACCEPTANCE  
DEDICATED SERVICE

# IN RICH, RICH SOUTHERN NEW ENGLAND



**WTIC 50,000 watts**

HARTFORD 15, CONNECTICUT Tel: JACKSON 5-0801

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY



## AM STATIONS

(continued from page 72)

WTAL ..... meeker  
WTNT ..... devney  
**Tampa—St. Petersburg**  
WALT ..... avery-knodel  
WDAE ..... katz  
WFLA ..... blair  
WHBO ..... bernard  
WILZ ..... masla  
WPIN ..... walker-rawalt  
WSUN ..... v. r. & m.  
WTAN ..... devney  
WTMP ..... pearson  
WTSP ..... weed

### West Palm Beach

WEAT ..... weed  
WIRK ..... clark  
WJNO ..... meeker  
WQXT ..... stars national

## GEORGIA

### Albany

WALB ..... burn-smith  
WGPC ..... hollingbery  
WJAZ ..... clark

### Athens

WDOL ..... clark  
WGAU ..... pearson  
WRFC ..... bob dore

### Atlanta

WAGA ..... katz  
WAKE ..... young  
WAOK ..... mcgavren  
WEAS ..... stars national  
WERD ..... wootton  
WGKA ..... good music brdcstrs.  
WGST ..... branham  
WIIN ..... weed  
WPLO ..... radio-tv  
WQXI ..... gill-perna  
WSB ..... petry  
WYZE ..... r. v. h.

### Augusta

WAUG ..... r. v. h.  
WBBQ ..... everett-mckinney

WBIA ..... walker-rawalt  
WGAC ..... avery-knodel  
WGUS ..... clark  
WRDW ..... branham

### Columbus

WCLS ..... walker-rawalt  
WDAK ..... headley-reed  
WGBA ..... bob dore  
WPNX ..... clark  
WRBL ..... hollingbery

### Goinesville

WDUN ..... clark  
WGGA ..... r. v. h.  
WLBA ..... walker-rawalt

### La Grange

WLAG ..... indie sls.  
WTRP ..... devney

### Macon

WBML ..... forjoe  
WCRY ..... stars national  
WIBB ..... walker-rawalt  
WMAZ ..... avery-knodel  
WNEX ..... branham

### Rome

WRGA ..... walker-rawalt  
WROM ..... devney

### Savannah

WCCP ..... walker-rawalt  
WJIV ..... stars national  
WSAV ..... eastman  
WSGA ..... hollingbery  
WSOK ..... walker-rawalt  
WTOG ..... avery-knodel

### Valdosta

WGAF ..... pearson  
WGOV ..... stars national

## IDAHO

### Boise

KBOI ..... p. g. w.

KFXD ..... pearson  
KGEM ..... avery-knodel  
KIDO ..... weed  
KYLE ..... meeker

### Idaho Falls

KID ..... walker-rawalt  
KIFI ..... avery-knodel  
KUFI ..... w. s. grant

### Lewiston

KOZE ..... gill-perna  
KRLC ..... united

### Pocatello

KSEI ..... weed  
KWIK ..... avery-knodel  
KYTE ..... continental radio sls.

### Twin Falls

KLIX ..... avery-knodel  
KTFI ..... weed

## ILLINOIS

### Champaign—Urbano

WDWS ..... meeker  
WKID ..... pearson

### Chicago

WAAF ..... forjoe  
WAIT ..... avery-knodel  
WBBM ..... cbs spot  
WBEE ..... continental brdcng.  
WCFL ..... mcgavren  
WEAW ..... good music brdcstrs.  
WGN ..... petry  
WIND ..... am radio sls  
WJJD ..... radio-tv  
WLS ..... blair  
WMAQ ..... nbc spot  
WSBC ..... devney

### Danville

WDAN ..... everett-mckinney  
WITY ..... burn-smith



# How to sell New York's CAPTIVATED audience

What makes a radio audience responsive? For one thing, the way listeners *listen*. WQXR's good music format compels active, attentive listening, captivates more than one million families, makes sales for over 400 advertisers. For listeners and advertisers alike, WQXR is America's Number One Good Music Station. Ask us to send you some case histories.

**WQXR** AM 50,000 watts  
and FM

Radio Station of The New York Times



**Decatur**  
 WDZ ..... p. g. w.  
 WSOY ..... weed

**Evanston**  
 WEAW ..... good music brdcstrs.; grant webb  
 WNMP ..... devney

**Galesburg**  
 WGIL ..... r. v. h.  
 WQUB ..... hollingbery

**Joliet**  
 WJOL ..... pearson

**Lo Gronge**  
 WTAQ ..... bernard

**Moline**  
 WQUA ..... hollingbery

**Ook Pork**  
 WOPA ..... howard

**Pcorio**  
 WEEK ..... headley-reed  
 WIRL ..... h-r  
 WMBD ..... p. g. w.  
 WPFO ..... young

**Quincy**  
 WGEM ..... young  
 WTAD ..... weed

**Rockford**  
 WROK ..... h-r  
 WRRR ..... radio-tv

**Rock Island**  
 WHBF ..... avery-knodel

**Springfield**  
 WCVS ..... weed  
 WMAY ..... pearson  
 WTAX ..... gill-perna

## INDIANA

**Elkhart**  
 WCMR ..... best; grant webb  
 WTRC ..... h-r

**Evansville**  
 WEOA ..... gill-perna  
 WGBF ..... weed  
 WIKY ..... pearson  
 WJPS ..... bolling

**Fort Wayne**  
 WANE ..... petry  
 WGL ..... headley-reed  
 WKJG ..... h-r  
 WOWO ..... am radio sls.

**Gory**  
 WGRY ..... grant webb  
 WWCA ..... pearson

**Indionopolis**  
 WFBM ..... katz  
 WGEE ..... continental brdcstg.  
 WIBC ..... blair  
 WIRE ..... p. g. w.  
 WISH ..... petry  
 WXLW ..... pearson

**Kokomo**  
 WIOU ..... weed

**Muncie**  
 WLBC ..... holman  
 WMUN ..... walker-rawalt

**South Bend**  
 WJVA ..... r. v. h.  
 WNDU ..... petry  
 WSBT ..... raymer

**Terre Houte**  
 WBOW ..... weed  
 WMFT ..... burn-smith  
 WTHI ..... bolling

**IOWA**

**Cedar Rapids**  
 KCRG ..... branham  
 KPIG ..... devney  
 WMT ..... katz

**Davenport**  
 KSTT ..... forjoe  
 WOC ..... p. g. w.

**Des Moines**  
 KCBO ..... devney  
 KIOA ..... young  
 KRNT ..... katz  
 KSO ..... h-r  
 WHIO ..... p. g. w.

**Dubuque**  
 KDTN ..... pearson  
 WDBQ ..... walker-rawalt

**Fort Dodge**  
 KVFD ..... pearson  
 KWMT ..... everett-mckinney

**Moson City**  
 KGLO ..... weed  
 KRIB ..... gill-perna  
 KSMN ..... best

**Ottumwa**  
 KBIZ ..... avery-knodel  
 KLEE ..... walker-rawalt

**Shenondooh**  
 KFNF ..... h-r  
 KMA ..... petry

**Sioux City**  
 KMNS ..... raymer  
 KSCJ ..... hollingbery  
 KTRI ..... everett-mckinney

**Waterloo**  
 KWWL ..... avery-knodel  
 KXEL ..... bolling

## KANSAS

**Coffeyville**  
 KGGE ..... hollingbery

**Colby**  
 KXXX ..... h-r

**Concordia**  
 KFRM ..... p. g. w.

**Dodge City**  
 KGNO ..... v. r. & m.

**Great Bend**  
 KVGB ..... hollingbery

**Hutchninson**  
 KWBW ..... devney  
 KWIH ..... everett-mckinney

**Pittsburg**  
 KOAM ..... hollingbery  
 KSEK ..... avery-knodel

**Topeko**  
 KJAY ..... gill-perna  
 KTOP ..... mcgavren  
 WIBW ..... avery-knodel  
 WREN ..... hollingbery

**Wichito**  
 KAKE ..... v. r. & m.  
 KFBI ..... avery-knodel  
 KFII ..... blair  
 KLEO ..... castman  
 KSIR ..... pearson  
 KWBB ..... hollingbery

## KENTUCKY

**Ashlond**  
 WCMH ..... pearson  
 WTCR ..... bernard

**Frankfort**  
 WFKY ..... hollingbery

**Hopkinsville**  
 WHOP ..... masla  
 WKOA ..... hopewell

**Lexington**  
 WBLG ..... mecker  
 WLAP ..... pearson  
 WVLK ..... hollingbery

# k•TOP

IN THE

OF KANSAS

# NO. 1



40.4 MORNING

42.3 EVENING

Latest Hooper

41 QUARTER HOURS 1STS

MORE THAN

ALL OTHER STATIONS COMBINED

Latest Pulse

ON **k•TOP** YOU'RE ON TOP!

1490 ON THE DIAL





Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Central Iowa! Now topping three network stations — and most quarter-hour gains of all stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I'

(Mon. thru Fri.—Pulse May 1958 — March 1959)

Hooper up, too, 68%

And you still get that low, low cost per mmmmmmmmm!

In DES MOINES and CENTRAL IOWA, BUY

**KSO**

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO  
or contact **H-R REPS**

LARRY BENTSON President    TONY MOE Vice-Pres., Gen. Mgr.    JOE FLOYD Vice-Pres.

## AM STATIONS

(continued from page 75)

### Louisville

WAKY	blair
WAVE	nbc spot
WHAS	christal
WINN	avery-knodel
WKLO	eastman
WKYW	pearson
WLOU	pearson
WTMT	meeker

### Poducoh

WDXR	reilly
WKYB	bolting
WPAD	howard

## LOUISIANA

### Alexandria

KALB	weed
KSYL	everett-mckinney

### Baton Rouge

WAIL	weed
WIBR	forjoe
WJBO	hollingbery
WLCS	masla
WXOK	howard

### Lofoyette

KPEL	o'connell
KVOL	meeker

### Lake Charles

KAOK	howard
KIKS	o'connell
KLOU	united
KPLC	weed

### Monroe

KMLB	pearson
KNOE	h-r
KUZN	r. v. h.

### New Orleans

WBOK	howard
WDSU	blair
WJBW	o'connell
WJMR	forjoe
WNOE	avery-knodel
WSMB	hollingbery
WTIX	young
WWL	katz
WYFE	bolting
WYLD	pearson

### Shreveport

KANB	bob wittig; oakes
KBCL	hopewell
KCIJ	bernard
KEEL	blair
KENT	walker-rawalt
KJOE	o'connell
KOKA	pearson
KRMD	weed
KWKH	christal

## MAINE

### Augusta

WFAU	o'connell
WRDO	weed

### Bongar

WABI	hollingbery
WGUY	o'connell
WLBZ	weed

### Portland

WCSH	weed
WGAN	avery-knodel
WLOB	o'connell
WPOR	hollingbery

### Presque Isle

WAGM	hollingbery
------	-------------

## MARYLAND

### Annapolis

WABW	bernard
WNAV	headley-reed

### Baltimore

WANN (Annapolis)	walker-rawalt
WAQE	forjoe
WAYE	pearson
WBAL	christal
WBMD	bernard
WCAO	radio-tv
WCBM	p. g. w.
WEBB	howard

WFBR	blair
WITH	select
WSID	united
WWIN	bob dore

### Cumberland

WCUM	clark
WTBO	branham

### Frederick

WFMD	gill-perna
------	------------

### Salisbury

WBOC	burn-smith
WICO	united
WJDY	clark

## MASSACHUSETTS

### Boston

WBZ	am radio sls.
WCOP	radio-tv
WCRB	broadcast time sls.
WEEI	cbs spot
WEZE	hollingbery
WHDH	blair
WHIL	grant webb
WILD	bob dore
WLYN	walker-rawalt
WMEX	young
WNAC	h-r
WORL	headley-reed
WTAO	o'connell

### Fitchburg

WEIM	walker-rawalt
WFGM	everett-mckinney

### New Bedford

WBSM	bolting
WNBH	walker-rawalt

### Pittsfield

WBEC	everett-mckinney
WBRK	walker-rawalt

### Springfield—Holyoke—Chicapee

WBZA	am radio sls.
WHYN	branham
WMAS	bolting
WSPR	hollingbery
WTXL	walker-rawalt
WTYM	avery-knodel

### Worcester

WAAB	eastman
WNEB	bolting
WORC	avery-knodel
WTAG	christal

## MICHIGAN

### Ann Arbor

WHRV	devney
WPAG	everett-mckinney

### Bottle Creek

WBCK	hollingbery
WELL	mcgavren

### Bay City

WBCM	hollingbery
WWBC	masla

### Detroit

CKLW	eastman
WCAR	am radio sls.
WJBK	katz
WJLB	pearson
WJR	christal
WKMH	petry
WWJ	p. g. w.
WXYZ	blair

### Esconoba

WDBC	bob dore
------	----------

### Flint

WAMM	gill-perna
WBBC	weed
WFDF	katz
WKMF	mcgavren
WMRP	sears & ayer
WTAC	hollingbery

### Grand Rapids

WGRD	gill-perna
WJEF	avery-knodel
WLAV	mcgavren
WMAX	radio-tv
WOOD	katz

(Please turn to page 78)



# ARE WE "SELLING" FOR YOU?

## OUR STORY

- The "COUNTRY MUSIC NETWORK" is available from Coast-to-Coast!
- This Spot Network is flexible, and can be tailored to suit your needs . . .
- Many Stations can be bought with a single purchase-order, payable with just one monthly check . . .
- The much-desired single package-rate is in effect . . .
- Our *first* Success Story, is our *best* Success Story — SINCLAIR REFINING CO. recently renewed the COUNTRY MUSIC NETWORK for a second 52-week cycle . . .
- Selling to over half the Nation's population!!
- All of our stations specialize in merchandising and promotion.

## OUR NETWORK

KCUL . . Ft. Worth-Dallas  
 KRCT . . Houston  
 KDAV . . Lubbock  
 KZIP . . Amarillo  
 KHAT . . Phoenix  
 KMOP . . Tucson  
 KPIK . . Colorado Springs  
 KLAK . . Denver  
 KSOP . . Salt Lake City  
 KKEY . . Portland, Ore.  
 WEAS . . Atlanta  
 WPNX . . Columbus, Ga.  
 WJIV . . Savannah, Ga.  
 WATV . . Birmingham

WABB . . Mobile  
 KCIJ . . Shreveport  
 WMIE . . Miami  
 WHBO . . Tampa  
 WOOO . . Daytona Beach-DeLand  
 WQIK . . Jacksonville  
 WPFA . . Pensacola  
 KEVE . . Minneapolis-St. Paul  
 KOOO . . Omaha  
 KCKN . . Kansas City  
 WEW . . St. Louis  
 KLRA . . Little Rock  
 WKXV . . Knoxville  
 WFSC . . Franklin, N. C.

KWAM . . Memphis  
 WENO . . Nashville  
 WTAQ . . Chicago  
 WEXL . . Detroit-Royal Oak  
 WREM . . Utica-Rome-Rensselaer, N. Y.  
 WCBG . . Chambersburg, Pa.  
 WAVL . . Pittsburgh-Aspen  
 WLDB . . Atlantic City  
 WBMD . . Baltimore  
 WABW . . Annapolis, Md.  
 WARL . . Washington, D. C.  
 WCMS . . Norfolk  
 WTCR . . Huntington, W. Va.-Ashland, Ky.  
 WMPM . . Smithfield, N. C.

. . . and still growing . . .

## OUR CLIENTS\*\*

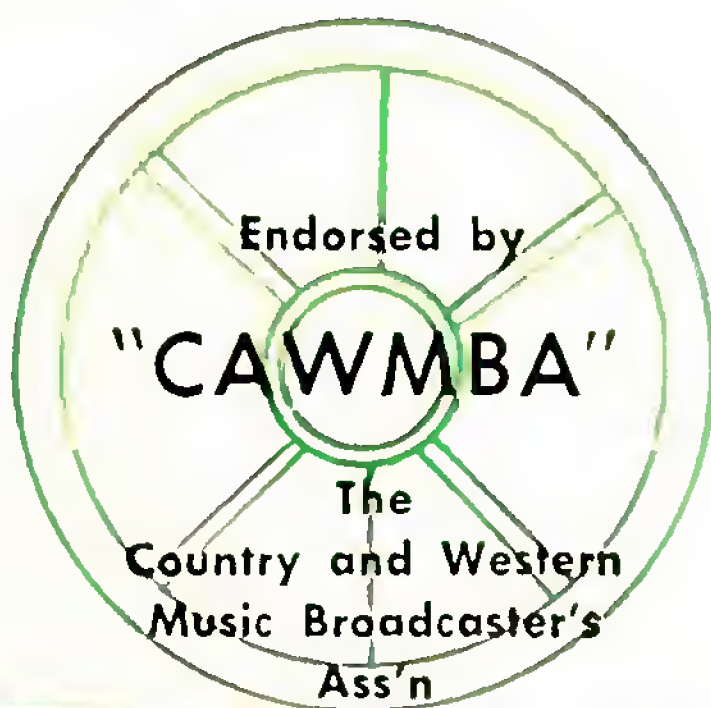
SINCLAIR  
 FORD  
 DELCO  
 POST CEREALS  
 UNITED FRUIT  
 MILLER'S HIGH LIFE  
 FOLGER'S COFFEE  
 READER'S DIGEST  
 AMERICAN CYANAMID

QUAKER OATS  
 PET MILK  
 AMOCO  
 BORDEN'S  
 GENERAL FOODS  
 ROI-TAN  
 PITTSBURGH PAINT  
 AMERICAN MOLASSES  
 REGIMEN

LEVER BROTHERS  
 PHILIP MORRIS  
 LINCOLN-MERCURY  
 DuPONT  
 KENT CIGARETTES  
 C & P TELEPHONE  
 GENERAL CIGAR  
 LYDIA PINKHAM  
 CONTINENTAL BAKING  
 NOXZEMA

LIFE MAGAZINE  
 BEECH-NUT GUM  
 GULF  
 LIPTON'S TEA  
 GREYHOUND  
 ROBERT HALL  
 MAXWELL HOUSE COFFEE  
 STERLING-WARNER  
 UNION CARBIDE CHEMICALS  
 ESSO

\*\*The above is a partial list of clients, that purchased campaigns on one or more of the above stations . . .



**Charles Bernard Company, Inc.**

STATION REPRESENTATIVES

730 FIFTH AVENUE, NEW YORK 19  
 CIRCLE 6.7242



# AM STATIONS

(continued from page 76)

**Inkster**  
 WCIB ..... bob dore

**Jackson**  
 WIBM ..... weed  
 WKIM ..... mcgavren

**Kolomozoo**  
 WKLZ ..... radio-tv  
 WKMI ..... broadcast time sls.  
 WKZO ..... avery-knodel

**Lansing**  
 WILS ..... v. r. & m.  
 WJIM ..... p. g. w.

**Muskegon**  
 WKBZ ..... mcgavren  
 WMUS ..... r. v. h.  
 WTRU ..... gill-perna

**Saginow**  
 WKNX ..... gill-perna  
 WSAM ..... mcgavren  
 WSGW ..... pearson

## MINNESOTA

**Duluth**  
 KDAL ..... avery-knodel  
 WEBG ..... hollingbery

**Monkoto**  
 KTOE ..... pearson  
 KYSM ..... meeker

**Minneapolis-St. Paul**  
 KEVE ..... weed  
 KRST ..... radio-tv  
 KSTP ..... petry  
 WCCO ..... cbs spot  
 WGGY ..... blair  
 WISK ..... bolling  
 WLOL ..... am radio sls.  
 WMIN ..... gill-perna  
 WPBC ..... mcgavren  
 WTCN ..... katz

**Rochester**  
 KROC ..... meeker  
 KWEB ..... avery-knodel

**St. Cloud**  
 KFAM ..... pearson  
 WJON ..... r. v. h.

## MISSISSIPPI

**Biloxi—Gulfport**  
 WLOX ..... holman  
 WYH ..... national time sls.; sears & ayer

**Greenville**  
 WDDT ..... everett-mckinney  
 WGVN ..... devney  
 WJPR ..... bogner & martin

**Hattiesburg**  
 WBKH ..... devney  
 WFOR ..... r. v. h.  
 WISY ..... clark

**Jackson**  
 WJDX ..... hollingbery  
 WJQS ..... devney  
 WJXN ..... masla  
 WOKJ ..... pearson  
 WRBC ..... r. v. h.  
 WSLI ..... weed

**Lourel**  
 WAML ..... hollingbery  
 WLAU ..... devney  
 WNSL ..... grant webb

**Meridion**  
 WDAL ..... indie sls.  
 WMOX ..... everett-mckinney  
 WOKK ..... grant webb  
 WQIC ..... united

## MISSOURI

**Cope Girardeau**  
 KGNO ..... grant webb  
 KFVS ..... headley-reed

**Columbia**  
 KBIA ..... best  
 KFRU ..... grant webb

**Fulton**  
 KFAL ..... pearson

**Hannibol**  
 KHMO ..... hollingbery

**Jefferson City**  
 KLIK ..... hollingbery  
 KWOS ..... grant webb

**Joplin**  
 KFSE ..... meeker  
 KODE ..... r. v. h.  
 WMBH ..... sears & ayer

**Konsos City**  
 KANS ..... branham  
 KBKN ..... grant webb  
 KCMO ..... katz  
 KMBC ..... p. g. w.  
 KPRS ..... pearson  
 KUDL ..... young  
 WDAF ..... christal  
 WIIB ..... blair

**St. Joseph**  
 KFEQ ..... v. r. & m.  
 KRES ..... clark  
 KUSN ..... pearson

**St. Louis**  
 KADY ..... broadcast time sls.  
 KATZ ..... continental brdcstg.

KMOX ..... cbs spot  
 KSD ..... nbc spot  
 KSTL ..... forjoe  
 KWK ..... headley-reed  
 KXLW ..... stars national  
 KXOK ..... blair  
 WAMV ..... weed  
 WEW ..... bolling  
 WIL ..... eastman

## Sedolio

KDRO ..... pearson  
 KSIS ..... clark

## Springfield

KGBX ..... v. r. & m.  
 KTTS ..... weed  
 KWTO ..... pearson

## MONTANA

### Billings

KBMV ..... avery-knodel  
 KGIL ..... katz  
 KOOK ..... walker-rawalt  
 KOYN ..... united

### Bozeman

KBMN ..... gill-perna  
 KXXL ..... walker-rawalt

### Butte

KBOW ..... cooke  
 KOPR ..... avery-knodel  
 KXLF ..... walker-rawalt

### Great Falls

KFBB ..... bolling  
 KMON ..... avery-knodel  
 KUDI ..... united  
 KXLF ..... walker-rawalt

### Helena

KCAP ..... grant webb  
 KXLF ..... walker-rawalt

### Missoula

KGVO ..... gill-perna  
 KNLL ..... walker-rawalt

## NEBRASKA

### Grond Island

KMMJ ..... h-r  
 KRGJ ..... gill-perna

### Kearney

KGFV ..... holman  
 KRNK ..... pearson

### Lincoln

KFOR ..... raymer  
 KLIN ..... everett-mckinney  
 KLMS ..... burn-smith

### Omoho

KBON ..... mcgavren  
 KFAB ..... petry

# ST. LOUIS' NUMBER ONE NEWS AND PERSONALITY STATION

delivers *top sales results* with . . .

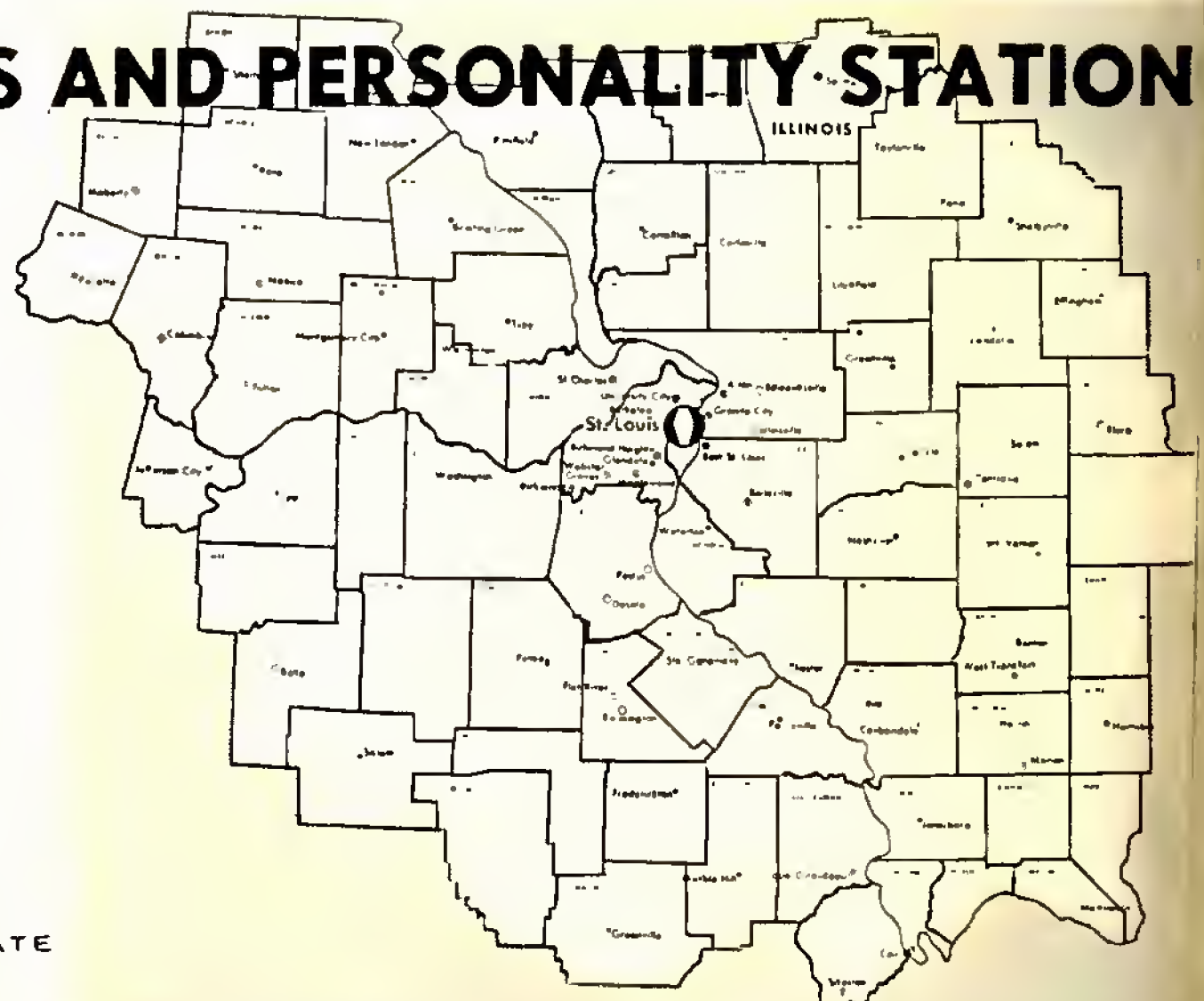
1. St. Louis' largest news staff—nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
2. KSD-RADIO's roster of popular LOCAL programs.
3. St. Louis' top air sales personalities—Ed Wilson, Russ David and Bill Crable.
4. NBC's outstanding variety programs and famous "News-on-the-Hour".
5. KSD's live audience, most merchandisable program—Russ David's "Playhouse Party".
6. The largest consistent coverage—serving 72 counties—with KSD's 550 spot on the dial.

ST. LOUIS POST-DISPATCH RADIO STATION



# KSD-RADIO

REPRESENTED NATIONALLY BY NBC SPOT SALES



**550 on every dial**



KOIL	avery-knodel
KOOO	everett-mckinney
KOWH	young
WOW	blair

**Scattsbluff**

KNEB	holman
KOLT	gill-perna

**NEVADA**

**Hendersan**

KBMI	forjoe
KTOO	pearson

**Las Vegas**

KENO	r. v. h.; blair; forjoe
KLAS	weed
KORK	avery-knodel
KRAM	o'connell; reilly
KRBO	holman

**Rena**

KATO	walker-rawalt; broadcast time-sls.
KOH	raymer
KOLO	headley-reed
KONE	pearson

**NEW HAMPSHIRE**

**Hanover**

WDCR	breen & ward
WTSL	radio-tv

**Keene**

WKNE	meeker
------	--------

**Lacania**

WLNH	walker-rawalt
------	---------------

**Manchester**

WFEA	raymer
WGIR	o'connell
WKBR	radio-tv

**NEW JERSEY**

**Atlantic City**

WFBG	walker-rawalt
WLDB	bernard
WMID	stars national
WOND	forjoe

**Newark**

WNJR	continental brdcstg.
WNTA	mcgavren
WVNJ	broadcast time sls.

**New Brunswick**

WCTC	grant webb
------	------------

**Patersan**

WPAT	weed
------	------

**Trentan**

WBUD	bob wittig
WTNJ	forjoe
WTTM	hollingbery

**NEW MEXICO**

**Albuquerque**

KABQ	national time sls.; oakes
KDEF	bolting
KGGN	branham
KHAM	continental radio sls.
KLOS	bob dore
KOB	petry
KQEO	eastman

**Carlsbad**

KAVE	branham
KPBM	devney

**Roswell**

KBIM	clark
KGFL	branham
KSWs	meeker

**Santa Fe**

KTRC	devney
KVSF	branham

**NEW YORK**

**Albany—Schenectady—Tray**

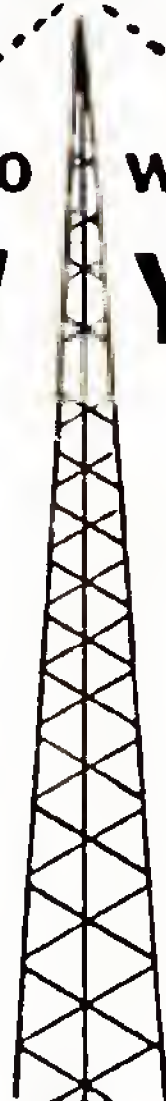
WABY	forjoe
WGY	christal

# The station for whirl-wind sales action!

## WWRL

THE FAMILY STATION

5000 WATTS  
NEW YORK



On the air 24 hours  
DE 5-1600

W W R L  
beamed to sell  
New York's  
**2,455,000**  
Negroes  
&  
Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy WWRL.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

**FREE REPORT**  
NEGRO MARKET IN NEW YORK  
POPULATION STUDY

"You heard me! I said,  
change my  
spots to  
**WILK**"

Here's a wise buyer. He's checked every survey and found in the **WILKES-BARRE MARKET** more people listen to **WILK** in the morning than any other station.

*He asked why, and found this—*

- \* Outstanding station personalities.
- \* Top ABC network programming.
- \* Local programming that meets the community need.



**WILKES-BARRE, PA.** Call Avery-Knodel for details.  
The only A.B.N. Affiliate in Northeastern Pennsylvania







# WBBF

## is Basic in Rochester

### Always First

350 out of  
350 weekly  
after hours.

WBBF has 34% more  
AULT listeners than  
any other station.

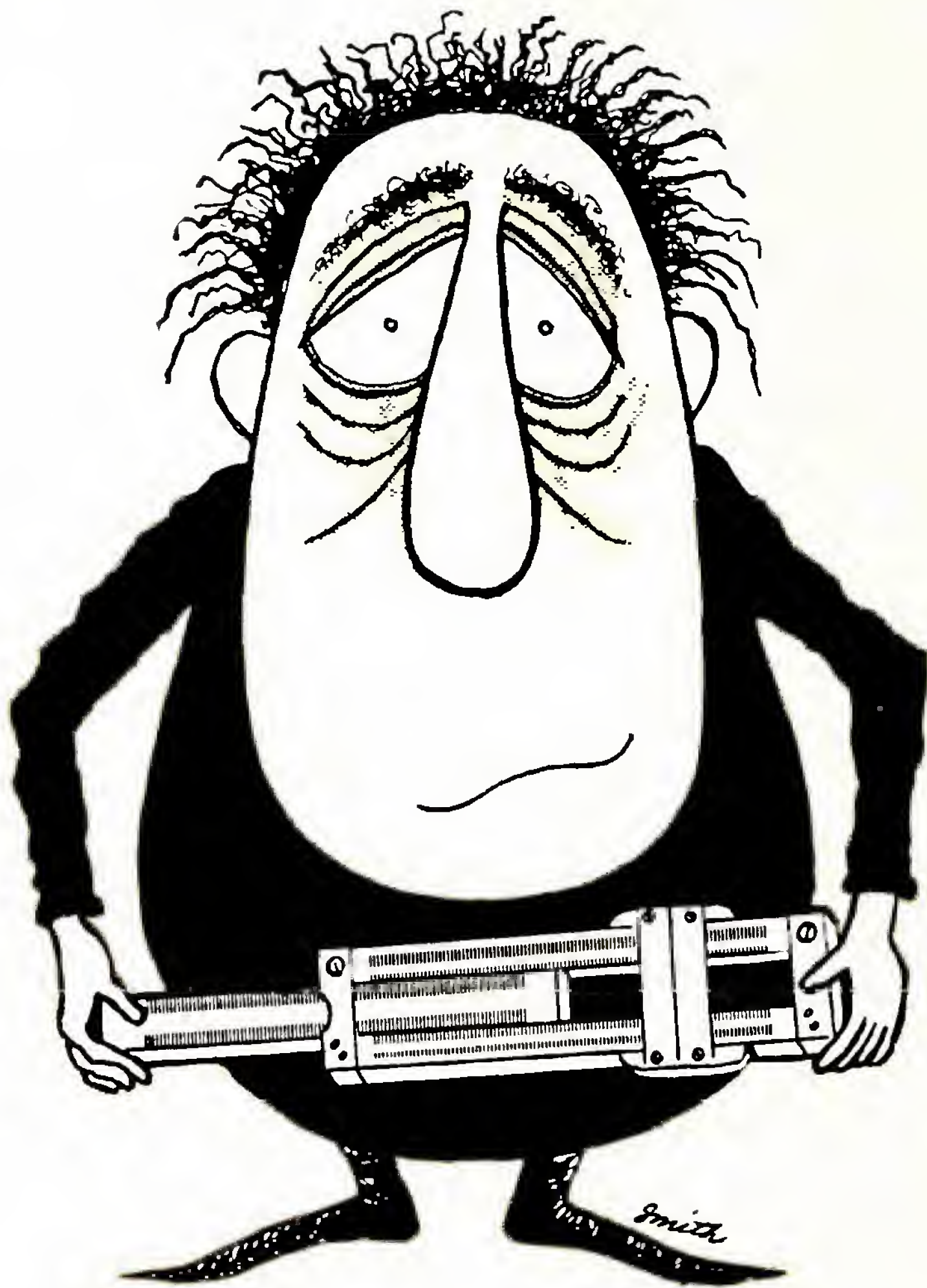
First Call IN  
ROCHESTER  
**WBBF**

Edward Rintoul McConnell

SOURCE: Pulse Inc. Mon.-Fri.-Mar. '59

6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
WBBF 2.4 STA. C 2.2 STA. B 1.4 STA. D .6 STA. E .6 STA. F .2	WBBF 3.0 STA. C 2.6 STA. B 1.8 STA. E 1.0 STA. D .8 STA. F .4	WBBF 3.4 STA. B 3.0 STA. C 3.0 STA. E 1.4 STA. D 1.2 STA. F .4	W88F 4.4 STA. C 4.0 STA. B 3.6 STA. E 1.8 STA. D 1.4 STA. F .8	WBBF 6.2 STA. C 5.6 STA. B 5.0 STA. D 2.4 STA. E 2.0 STA. F .8	WBBF 7.0 STA. C 5.8 STA. B 5.0 STA. E 2.4 STA. D 2.2 STA. F 1.2	WBBF 7.8 STA. B 6.2 STA. C 6.0 STA. D 2.6 STA. E 2.2 STA. F 1.0	WBBF 7.6 STA. B 6.4 STA. C 6.2 STA. D 2.6 STA. E 2.4 STA. F 1.2
8:00 AM	8:15 AM	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM
WBBF 8.4 STA. B 7.0 STA. C 6.4 STA. D 2.8 STA. E 2.8 STA. F 1.0	WBBF 8.0 STA. B 6.8 STA. C 6.0 STA. D 3.0 STA. E 2.6 STA. F 1.0	W88F 7.4 STA. B 6.6 STA. C 6.2 STA. D 2.6 STA. E 2.4 STA. F .8	WBBF 7.0 STA. B 7.0 STA. C 5.6 STA. E 2.6 STA. D 2.4 STA. F .8	WBBF 6.8 STA. B 6.2 STA. C 6.0 STA. E 2.8 STA. D 2.2 STA. F 1.0	WBBF 7.0 STA. B 6.0 STA. C 5.6 STA. E 3.0 STA. D 2.4 STA. F 1.2	W88F 7.2 STA. B 5.4 STA. C 5.2 STA. E 3.2 STA. D 3.0 STA. F 1.2	WBBF 7.2 STA. C 5.0 STA. B 4.8 STA. E 2.8 STA. D 2.6 STA. F 1.4
10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
W88F 7.4 STA. B 4.6 STA. C 4.6 STA. E 3.0 STA. D 2.8 STA. F 1.6	WBBF 7.0 STA. B 4.4 STA. C 4.4 STA. D 3.2 STA. E 2.8 STA. F 1.8	W88F 7.2 STA. B 4.8 STA. C 3.8 STA. E 3.0 STA. D 2.8 STA. F 1.6	WBBF 7.0 STA. B 4.6 STA. C 4.0 STA. D 3.0 STA. E 2.8 STA. F 1.4	WBBF 7.4 STA. B 4.0 STA. C 3.6 STA. D 3.2 STA. E 2.6 STA. F 1.8	W88F 7.4 STA. B 3.8 STA. C 3.2 STA. D 3.0 STA. E 2.8 STA. F 1.6	W88F 7.6 STA. B 3.6 STA. C 3.4 STA. D 3.2 STA. E 3.0 STA. F 2.0	W88F 7.4 STA. B 3.6 STA. C 3.2 STA. D 3.0 STA. E 2.8 STA. F 2.0
12:00 PM	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
WBBF 7.0 STA. C 5.6 STA. B 4.6 STA. E 3.0 STA. D 2.8 STA. F 2.2	WBBF 6.8 STA. B 5.4 STA. C 4.8 STA. E 3.2 STA. D 2.6 STA. F 1.8	W88F 6.4 STA. B 4.6 STA. C 4.0 STA. D 3.2 STA. E 2.8 STA. F 1.4	WBBF 6.8 STA. B 4.4 STA. C 3.6 STA. D 3.0 STA. E 2.6 STA. F 1.6	W88F 6.6 STA. B 4.8 STA. C 3.0 STA. D 2.8 STA. E 2.4 STA. F 1.8	WBBF 7.0 STA. B 5.0 STA. C 2.8 STA. D 2.8 STA. E 2.4 STA. F 1.8	W88F 6.6 STA. B 4.6 STA. D 3.0 STA. C 2.8 STA. E 2.6 STA. F 2.0	WBBF 6.8 STA. B 4.8 STA. C 3.0 STA. D 2.8 STA. E 2.6 STA. F 1.6
2:00 PM	2:15 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM
WBBF 7.0 STA. B 4.4 STA. C 3.0 STA. D 2.6 STA. E 2.4 STA. F 1.4	WBBF 7.2 STA. B 4.2 STA. D 3.0 STA. E 2.8 STA. C 2.6 STA. F 1.6	WBBF 6.8 STA. B 4.6 STA. D 2.8 STA. C 2.6 STA. E 2.6 STA. F 1.4	WBBF 7.0 STA. B 4.2 STA. C 3.0 STA. D 3.0 STA. E 2.8 STA. F 1.6	WBBF 7.4 STA. C 3.8 STA. B 3.6 STA. D 3.4 STA. E 3.0 STA. F 1.8	WBBF 7.6 STA. C 3.6 STA. B 3.2 STA. D 3.2 STA. E 2.8 STA. F 1.8	WBBF 8.4 STA. C 4.0 STA. B 3.4 STA. D 3.4 STA. E 2.6 STA. F 1.4	W88F 8.6 STA. C 4.2 STA. B 3.4 STA. D 3.0 STA. E 3.0 STA. F 1.6
4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
W88F 9.0 STA. B 3.6 STA. C 3.6 STA. D 3.4 STA. E 2.6 STA. F 1.4	WBBF 9.2 STA. C 3.4 STA. B 3.2 STA. D 3.2 STA. E 2.6 STA. F 1.6	W88F 9.0 STA. C 4.0 STA. B 3.6 STA. D 3.6 STA. E 2.8 STA. F 1.6	W88F 8.8 STA. C 3.8 STA. D 3.6 STA. B 3.4 STA. E 2.8 STA. F 1.6	W88F 8.2 STA. C 4.2 STA. B 3.6 STA. D 3.0 STA. E 2.6 STA. F 1.4	W88F 8.0 STA. C 4.2 STA. B 3.8 STA. D 2.8 STA. E 2.4 STA. F 1.6	WBBF 8.0 STA. B 4.0 STA. C 3.6 STA. D 2.6 STA. E 2.2 STA. F 1.8	W88F 7.6 STA. C 4.4 STA. B 3.6 STA. D 2.4 STA. E 2.4 STA. F 1.6
6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
WBBF 7.2 STA. C 6.6 STA. B 5.0 STA. D 2.6 STA. E 2.0 STA. F 1.4	W88F 7.2 STA. C 6.0 STA. B 4.6 STA. D 2.4 STA. F 1.6	WBBF 7.6 STA. B 4.8 STA. C 4.2 STA. D 2.4 STA. F 1.4	WBBF 7.8 STA. B 4.8 STA. C 4.6 STA. D 2.6 STA. F 1.0	W88F 7.2 STA. B 4.2 STA. F 2.8 STA. C 2.6 STA. D 2.0	W88F 6.8 STA. B 4.0 STA. F 2.6 STA. C 2.2 STA. D 2.2	WBBF 7.0 STA. B 4.0 STA. C 3.0 STA. D 2.4 STA. F 1.8	W88F 6.6 STA. B 4.4 STA. C 2.8 STA. D 2.0 STA. F 1.6
8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM
WBBF 6.2 STA. B 3.8 STA. C 2.6 STA. D 2.4 STA. F 1.4	WBBF 5.6 STA. B 3.2 STA. C 2.2 STA. D 2.2 STA. F 1.6	WBBF 5.8 STA. B 2.8 STA. D 2.4 STA. C 2.0 STA. F 1.8	W88F 5.2 STA. B 2.8 STA. D 2.4 STA. C 2.2 STA. F 1.6	WBBF 5.4 STA. B 3.0 STA. C 2.4 STA. D 2.2 STA. F 1.4	WBBF 5.4 STA. B 2.6 STA. C 2.6 STA. D 2.0 STA. F 1.6	WBBF 5.6 STA. B 3.2 STA. C 2.6 STA. D 1.8 STA. F 1.6	W88F 5.0 STA. B 3.0 STA. C 2.8 STA. D 2.0 STA. F 1.6
10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM
W88F 4.8 STA. B 3.2 STA. C 2.6 STA. D 2.2 STA. F 1.4	WBBF 4.6 STA. B 2.8 STA. C 2.4 STA. D 2.0 STA. F 1.2	W88F 4.4 STA. B 3.0 STA. C 2.8 STA. D 1.8 STA. F .8	WBBF 4.4 STA. B 2.8 STA. C 2.4 STA. D 1.8 STA. F .6	WBBF 3.6 STA. B 3.4 STA. C 3.4 STA. D 1.6 STA. F .8	W88F 3.2 STA. B 2.8 STA. C 2.6 STA. D 1.4 STA. F .8	W88F 2.6 STA. C 2.0 STA. B 1.8 STA. D 1.2 STA. F .6	WBBF 2.4 STA. C 1.8 STA. B 1.6 STA. D 1.0 STA. F .4





## anyone For Statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.\*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.\*

At night, WBT's audience lead over its nearest competitor is 123%.\*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

\*Pulse 25 county area March 1959

# WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY

## AM STATIONS

(continued from page 80)

WSKY ..... everett-mckinney  
WWNC ..... h-r

### Charlotte

WAYS ..... broadcast time sls.  
WBT ..... cbs spot  
WGIV ..... forjoe  
WIST ..... p. g. w.  
WKTC ..... masla  
WSOC ..... h-r  
WWOK ..... o'connell

### Clinton

WRRZ ..... walker-rawalt

### Durham

WDNC ..... raymer  
WSRC ..... bob dore  
WSSB ..... gill-perna  
WTIK ..... pearson; grant webb

### Edenton

WCDJ ..... best

### Elizabeth City

WCNC ..... bogner & martin

### Elizabethtown

WBLA ..... best

### Fayetteville

WFAI ..... clark  
WFLB ..... burn-smith  
WFNC ..... grant webb

### Fuquay Springs

WFVG ..... continental radio sls.

### Gostonio

WGNC ..... continental radio sls.  
WLTC ..... clark

### Greensboro

WBIG ..... hollingbery  
WCOG ..... broadcast time sls.  
WGBG ..... burn-smith

### Greenville

WGTC ..... devney

### Henderson

WHVH ..... best; grant webb

### Hendersanville

WIKP ..... best

### Hickory

WIRC ..... pearson

### Roleigh

WKIX ..... hollingbery; grant webb  
WMSN ..... forjoe  
WPTF ..... p. g. w.  
WRAL ..... h-r  
WSHE ..... meeker

### Wilmington

WGNI ..... grant webb  
WKLM ..... broadcast time sls.  
WMFD ..... burn-smith

### Wilson

WGTM ..... r. v. h.  
WVOT ..... devney

### Winston-Solem

WAAA ..... bob dore  
WAIR ..... burn-smith  
WSJS ..... headley-reed  
WTOB ..... v. r. & m.

## NORTH DAKOTA

### Bismarck

KBOM ..... gill-perna  
KFYR ..... blair  
KQDI ..... united

### Farga (N.D.)—Maarehead (Minn.)

KVOX ..... devney  
KNGO ..... gill-perna  
WDAY ..... p. g. w.

### Grand Forks

KILO ..... everett-mckinney  
KNOX ..... r. v. h.



**Minat**  
 KCJB ..... weed  
 KLPB ..... walker-rawalt  
 KQDY ..... united

## OHIO

**Akron**  
 WADC ..... hollingbery  
 WAKR ..... mcgavren  
 WCUE ..... gill-perna  
 WHKK ..... forjoe

**Canton**  
 WAND ..... breen & ward  
 WCMW ..... masla  
 WHBC ..... v. r. & m.

**Cincinnati**  
 WCIN ..... pearson  
 WCKY ..... am radio sls.  
 WCPO ..... blair  
 WKRC ..... katz  
 WNOP ..... devney  
 WSAI ..... young  
 WZIP ..... mcgavren

**Cleveland**  
 KYW ..... am radio sls.  
 WDOK ..... broadcast time sls.  
 WERE ..... v. r. & m.  
 WGAR ..... christal  
 WHK ..... blair  
 WJMO ..... united  
 WJW ..... katz

**Columbus**  
 WBNS ..... blair  
 WCOL ..... eastman  
 WMNI ..... broadcast time sls.  
 WREF ..... gill-perna  
 WTVN ..... katz  
 WVCO ..... v. r. & m.

**Dayton**  
 WAVI ..... broadcast time sls.  
 WHIO ..... hollingbery  
 WING ..... eastman  
 WONE ..... headley-reed

**Mansfield**  
 WCLW ..... devney  
 WMAN ..... v. r. & m.

**Partsmouth**  
 WNXT ..... everett-mckinney  
 WPAY ..... breen & ward

**Springfield**  
 WBLV ..... clark  
 WIZE ..... o'connell

**Steubenville**  
 WSTV ..... avery-knodel

**Taleda**  
 WOHO ..... pearson  
 WSPD ..... katz  
 WTOD ..... weed  
 WTOL ..... gill-perna

**Youngstown**  
 WBBW ..... weed  
 WFMJ ..... headley-reed  
 WHOT ..... hollingbery  
 WKBN ..... raymer

**Zanesville**  
 WHIZ ..... pearson

## OKLAHOMA

**Enid**  
 KCRC ..... pearson  
 KGWA ..... v. r. & m.

**Oklahoma City**  
 KLPR ..... weed  
 KOCY ..... pearson  
 KOMA ..... blair  
 KTOK ..... eastman  
 KTOW ..... raymer  
 KYFM ..... best  
 WKY ..... katz

**Shawnee**  
 KGFF ..... avery-knodel

**Tulsa**  
 KAKC ..... young  
 KFMJ ..... masla  
 KRMG ..... blair  
 KTUL ..... avery-knodel  
 KVOO ..... petry

## OREGON

**Bend**  
 KBND ..... meeker

**Caas Bay—North Bend**  
 KFIR ..... w. s. grant  
 KOOS ..... grant webb  
 KYNG ..... pearson

**Carvallis**  
 KFLY ..... everett-mckinney  
 KLOO ..... mcgillvra

**Eugene**  
 KASH ..... cooke  
 KEED ..... pearson  
 KERK ..... weed  
 KORE ..... everett-mckinney  
 KUGN ..... meeker

**Klamath Falls**  
 KFJI ..... meeker  
 KFLW ..... weed  
 KLAD ..... w. s. grant

**Medford**  
 KBOY ..... w. s. grant  
 KMED ..... meeker  
 KWIX ..... pearson  
 KYJC ..... grant webb

**Portland**  
 KEX ..... am radio sls.  
 KGON ..... broadcast time sls.  
 KGW ..... blair  
 KISN ..... young  
 KKEY ..... bernard  
 KLIQ ..... raymer  
 KOIN ..... cbs spot  
 KPAM ..... meeker  
 KPOJ ..... petry  
 KWJJ ..... forjoe  
 KXL ..... eastman

**Roseburg**  
 KRNR ..... meeker  
 KRXL ..... oakes  
 KYES ..... pearson

**Salem**  
 KBZY ..... meeker  
 KGAY ..... holman; pearson  
 KSLM ..... everett-mckinney

## PENNSYLVANIA

**Allentawn**  
 WAEB ..... radio-tv  
 WHOL ..... raymer  
 WKAP ..... weed  
 WSN ..... h-r

**Altaana**  
 WFBG ..... mcgavren  
 WRTA ..... clark  
 WVAM ..... weed

**Erie**  
 WERC ..... weed, v. r. & m.  
 WICU ..... mcgavren  
 WJET ..... forjoe  
 WLEU ..... radio-tv

**Farrell**  
 WFAH ..... united

**Harrisburg**  
 WCMB ..... gill-perna  
 WHGB ..... mcgavren  
 WHP ..... bolling  
 WKBO ..... meeker

**Hazletan**  
 WAZL ..... raymer

**Hamestead**  
 WAMO ..... forjoe

**Jahnstawn**  
 WARD ..... weed  
 WCRO ..... forjoe  
 WJAC ..... o'connell

**Lancaster**  
 WGAL ..... meeker  
 WLAN ..... headley-reed

**New Castle**  
 WKST ..... everett-mckinney

# tops\* in quantity

WIS delivers 33% more  
 than its nearest competitor  
 . . . as much as 4 Columbia  
 stations combined.

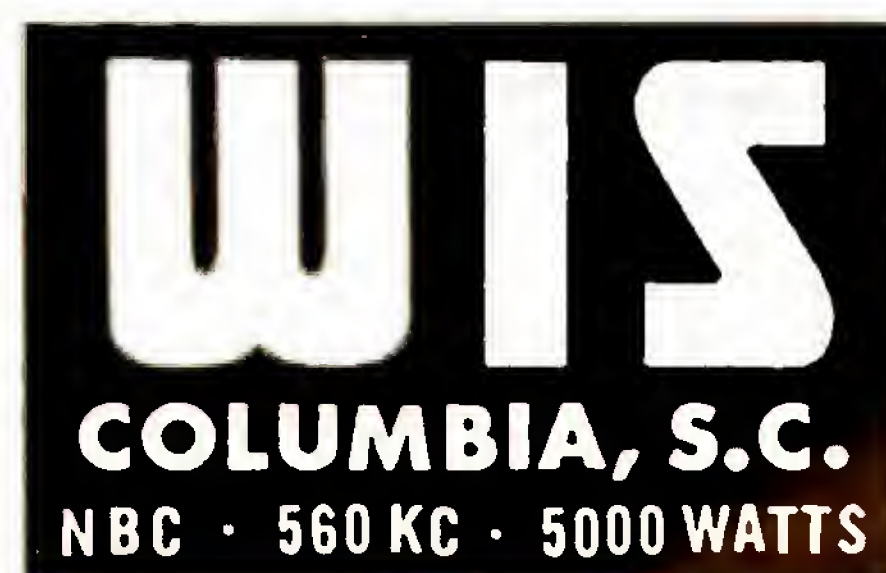
\*12 county Pulse, March 1959

# tops\*\* in quality

Read the facts on our quality  
 audience in a recent qualitative  
 survey made by the University  
 of S. C. Marketing Division.

All this—PLUS established  
 personalities, award winning  
 news staff, and merchandising.  
 \*\*Check with your PGW Colonel  
 for the full story on your

# best buy



G. Richard Shafto, Exec. Vice President  
 W. Frank Harden, Managing Director





## My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager  
JAMES F. SIMONS, Gen. Sales Manager  
Represented nationally by JOHN BLAIR & CO.

## AM STATIONS

(continued from page 83)

### Philadelphia

WCAU	cbs spot
WDAS	howard
WFIL	blair
WFLN	good music brdcstrs.
WHAT	pearson
WIBG	katz
WIP	petry
WJMJ	broadcast time sls.
WPEN	gill-perna
WRCV	nbc spot

### Pittsburgh

KDKA	am radio sls.
KQV	young
WAMO	forjoe
WAMP	nbc spot
WCAE	katz
WEPP	eastman
WEDO	weed
WLOA	good music brdcstrs.
WWSW	blair

### Reading

WEEU	headley-reed
WHUM	weed
WRAW	meeker

### Scranton

WARM	eastman
WEJL	meeker
WGBI	h-r
WICK	walker-rawalt
WSCR	headley-reed

### Wilkes-Barre

WBAX	burn-smith
WBRE	headley-reed
WILK	avery-knodel

### Williamsport

WLYC	cooke
WMPT	hopewell
WRAK	meeker
WWPA	burn-smith

### York

WNOW	radio-tv
WORK	meeker
WSBA	eastman

## RHODE ISLAND

### Providence—Pawtucket

WEAN	v. r. & m.
WHIM	headley-reed
WICE	avery-knodel
WJAR	petry
WPAW	walker-rawalt
WPRO	blair
WRIB	indie sls.

## SOUTH CAROLINA

### Bamberg

WWBD	bob dore
------	----------

### Charleston

WOKE	clark
WCSC	p. g. w.
WPAL	bob dore
WQSN	radio-tv
WTMA	branham

### Columbia

WCOS	meeker
WIS	p. g. w.
WMSC	h-r
WNOK	raymer
WOIC	bob dore

### Florence

WJMX	walker-rawalt
WOLS	bob dore
WYNN	bob dore

### Fountain Inn

WFIS	best
------	------

### Greenville

WESC	headley-reed
WFBC	avery-knodel
WMBB	burn-smith
WQOK	howard

### Orangeburg

WDIX	devney; forjoe
WTND	clark

### Spartanburg

WORD	avery-knodel
------	--------------

WSPA	hollingbery
WTHE	masla

## SOUTH DAKOTA

### Aberdeen

KABR	bob dore
KSDN	weed

### Rapid City

KOTA	headley-reed
KRSD	meeker

### Sioux Falls

KELO	h-r
KIHO	gill-perna
KISD	cooke
KSOO	avery-knodel

### Yankton

KYNT	bob dore
WNAX	katz

## TENNESSEE

### Bristol

WCYB	weed
WFHG	walker
WOPI	burn-smith

### Chattanooga

WAGC	burn-smith
WAPQ	gill-perna
WDEF	branham
WDD	raymer
WDXB	h-r
WMFS	pearson

### Clarksville

WDXN	v. r. & m.
WJZM	masla

### Columbia

WKRM	walker-rawalt
WMCP	best

### Jackson

WDXI	v. r. & m.
WTJS	branham

### Johnson City

WETB	devney
WJHL	pearson
WJSO	raymer

### Knoxville

WATE	avery-knodel
WBIR	gill-perna
WIVK	howard
WKGK	o'connell
WKXV	bernard
WNOX	blair

### Memphis

KWAM	bernard
WDIA	bolting
WHBQ	eastman
WHER	bob dore
WHNN	grant webt
WLOK	howard
WMC	blair
WMPS	radio-tv
WREC	katz

### Nashville

WENO	bernard
WKDA	howard
WLAC	katz
WMAK	broadcast time sls
WNAH	bes
WSIX	h-r
WSM	blair
WVOL	pearson

### Oak Ridge

WATO	bes
------	-----

## TEXAS

### Abilene

KNIT	pearson
KRBC	rayme
KWKC	v. r. & m.

### Amarillo

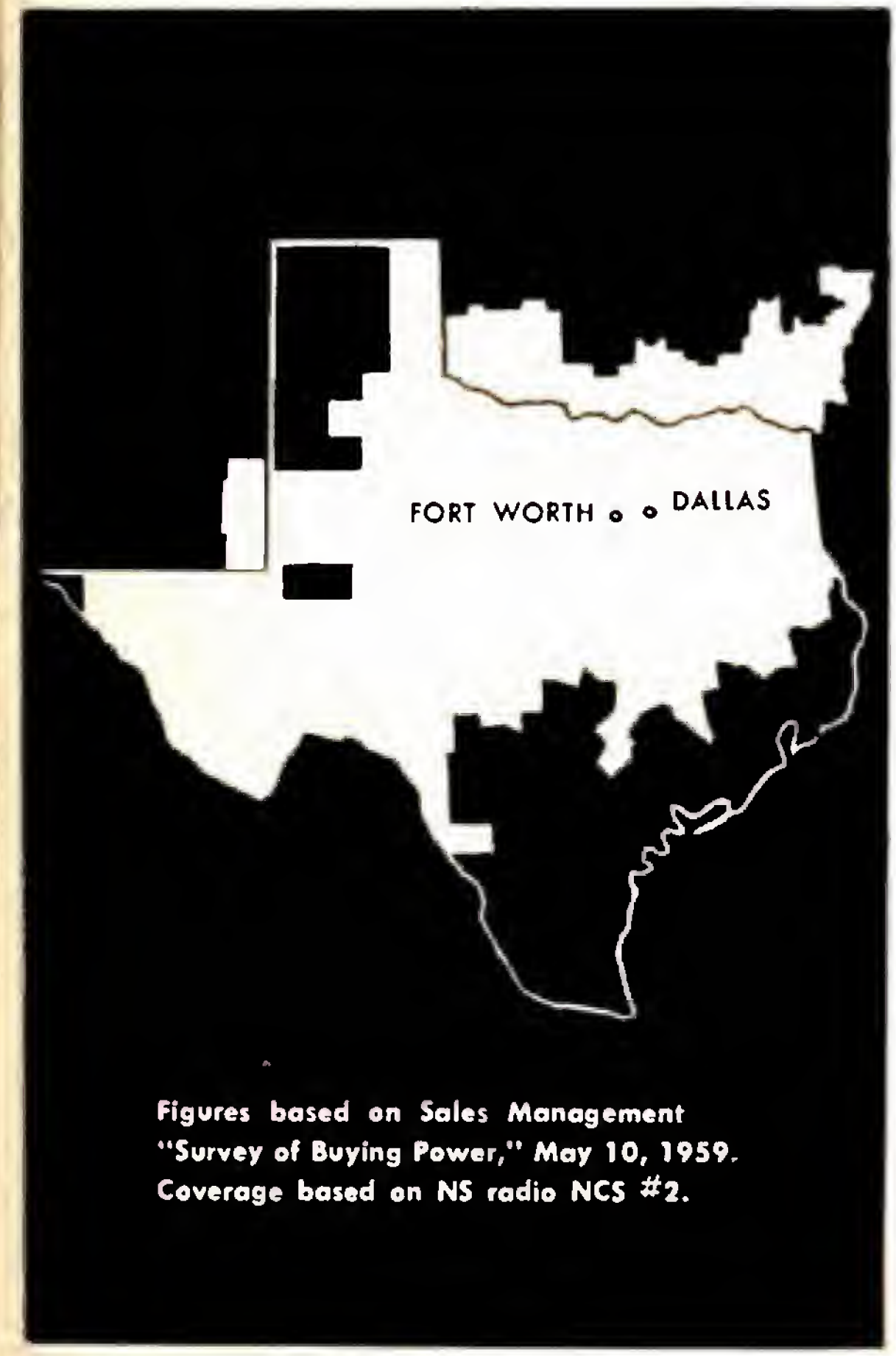
KAMQ	wee
KFDA	rayme
KGNC	katz



KINZ KRAY KZIP	bolting w. s. grant bernard	WFAA WRR	petry avery-knode	KNYZ KYOK	h-r howard
<b>Austin</b> KNOW KOKE KTBC KVET	pearson bolting raymer forjoe	<b>El Paso</b> KELP KIEY KOYE KROD KSET WTSM NEJ XELO	young bolting grant webb branham mcgavren hollingbery national time sls.; oakes o'connell	<b>Longview</b> KFRO KLT1	cooke pearson
<b>Beaumont</b> KFDM KJET KRIO KTRM	p. g. w. forjoe branham o'connell	<b>Fort Worth</b> KCUL KFJZ KINT KJIM KNOK KNOL WBAP	bernard blair pearson raymer howard eastman p. g. w.	<b>Lubbock</b> KCBF KDAY KDUB KFYO KLLL KSEL	raymer bernard branham katz indie sls. weed
<b>Big Spring</b> KBST KBYG KHEM	pearson best clark	<b>Galveston</b> KGBC KILE	pearson o'connell	<b>Lufkin</b> KRBA KTRE	continental radio sls. v. r. & m.
<b>Corpus Christi</b> KATR KCTT KEYS KRYG KSIX KUND	weed national time sls.; oakes avery-knode p. g. w. forjoe o'connell	<b>Houston</b> KCOH KILT KLVL KNUZ KPRC KRCT KREL KTIT KTRH	pearson blair national time sls.; oakes katz petry bernard best young p. g. w.	<b>Odessa</b> KECK KOSA KOYL KRIG	united bolting r. v. h. clark
<b>Dallas</b> KBOX KINL KLIF KRLD	eastman broadcast time sls. blair branham			<b>San Angelo</b> KGLL KPEP KTNL KWR	pearson broadcast time sls. indie sls. clark
				<b>San Antonio</b> KCOR KENS	o'connell p. g. w.

\*

no other 50,000 watt radio station  
in DALLAS (or all North Texas)  
delivers so much!



Population:	5,057,400
Families:	1,464,100
Effective Buying Income:	\$7,758,126,000
Retail Sales:	\$5,707,316,000
Food Sales:	\$1,362,898,000
General Mdse.:	\$ 721,615,000
Apparel:	\$ 281,079,000
Furn. H-H, App.:	\$ 237,144,000
Automotive:	\$1,253,716,000
Gasoline S S:	\$ 515,966,000
Drugs	\$ 198,070,000

\*820KC — NBC  
Dallas  
50,000 watts

570KC — ABC  
5,000 watts

Edward Petry & Co.  
National Rep.



Broadcast Services of The Dallas Morning News



# In Houston...

## HOOVER

May-June, 1959

## NIELSEN

Jan.-Feb., 1959

## PULSE

Jan.-Feb., 1959

*Agree*

# K-NUZ

*is NO. 1 in*

**TOTAL RATED  
TIME PERIODS**



*Kay-News*  
**K-NUZ**  
*Radio Center*  
Houston's 24-Hour  
Music and News

**National Reps.:**

**THE KATZ AGENCY, Inc.**

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

**IN HOUSTON,  
CALL DAVE MORRIS  
Jackson 3-2581**

### AM STATIONS

(continued from page 85)

KEXX	mcgillvra
KITE	bolting
KMAC	broadcast time sls.
KONO	katz
KTSA	blair
KUBO	national time sls.
WOAI	petry

#### Sherman

KRRV	pearson
KTXO	bogner & martin

#### Texarkana

KCMC	v. r. & m.
KOSY	pearson
KTFS	walker

#### Tyler

KDOK	devney
KGKB	reilly
KTBB	v. r. & m.

#### Waco

KWTX	raymer
WACO	weed

#### Weslaco—Rio Bravo, Mex.

KRGV	raymer
XEFD	all-star radio-tv

#### Wichita Falls

KSYD	eastman
KTRN	bolting
KWFT	h-r

### UTAH

#### Ogden

KKOG	radio-tv
KLO	avery-knode
KVOG	grant webb

#### Prava

KIXX	grant webb
KOVO	avery-knode

#### Salt Lake City

KALL	avery-knode
KDYL	katz
KLUB	hollingbery
KNAK	forjoe
KSL	cbs spot
KSOP	bernard
KWHO	w. s. grant

#### Vernal

KVEL	united
------	--------

### VERMONT

#### Burlington

WCAX	weed
WDOT	walker-rawalt
WJOY	everett-mckinney

#### Rutland

WHWB	gill-perna
WSYB	devney

### VIRGINIA

#### Bristol

WCYB	weed
WFHG	walker-rawalt
WOPI	burn-smith

#### Charlottesville

WCHV	clark
WELK	gill-perna
WINA	walker-rawalt

#### Danville

WBTM	gill-perna
WDVA	keller
WILA	walker-rawalt

#### Lynchburg

WBRG	clark
WLVA	hollingbery
WWOD	burn-smith

#### Narfolk—Partsmouth—Hampton— Newpart News

WAVY	h-r
WCMS	bernard; grant webb
WGH	blair
WLOW	headley-reed
WNOR	weed
WRAP	continental brdcstg.



WTAR WVEC WYOU	petry avery-knodel united	KOMO KTIX KTVW KVI KXA	katz grant webb o'connell h-r meeker	WHMS WKAZ WTIP	stars national Katz r. v. h.
<b>Richmond</b> WANT WEZL WLEE WLLY WMBG WRNL WRVA WXGI	united avery-knodel select; mcgavren masla bolling petry p. g. w. grant webb	<b>Spokane</b> KGA KHQ KLYK KNEW KREM KNLY KZUN	hollingbery katz bolling eastman petry avery-knodel r. v. h.	<b>Clarksburg</b> WBOY WHAR WPDN	branham burn-smith pearson
<b>Roanoke</b> WDBJ WHYE WRIS WSLS	p. g. w. o'connell burn-smith blair	<b>Tacoma</b> KFHA KMO KTAC KTNT	continental radio sls. avery-knodel pearson weed	<b>Fairmont</b> WMAI WTCB	hollingbery gill-perna
<b>WASHINGTON</b>		<b>Walla Walla</b> KIHJ KTEL KUJ		<b>Huntington</b> WHTN WPLH WSAZ WTCR	gill-perna branham katz bolling
<b>Aberdeen</b> KBKW KNRO	devney walker-rawalt	<b>Wenatchee</b> KMEL KPQ KUEN	w. s. grant r. v. h. united	<b>Parkersburg</b> WCEP WCOM WPAR	r. v. h.; broadcast time sls. devney branham
<b>Bellingham</b> KENY KPUG KVOS	w. s. grant pearson forjoe	<b>Yakima</b> KIMA KIT KLOQ KUTI	pearson forjoe w. s. grant	<b>Wheeling</b> WHLL WKWK WOMP WWVA	gill-perna bob dore burn-smith blair
<b>Longview</b> KBAM KEDO	holman; w. s. grant pearson		hollingbery mcgavren pearson united	<b>WISCONSIN</b>	
<b>Moses Lake</b> KSEM KWIQ	pearson hollingbery	<b>WEST VIRGINIA</b>		<b>Appleton</b> WAPL WIIBY	walker-rawalt burn-smith
<b>Olympia</b> KGY KITN	walker-rawalt w. s. grant	<b>Beckley</b> WJLS WWNR	burn-smith weed	<b>Beloit</b> WBEL WGEZ	gill-perna everett-mckinney
<b>Seattle</b> KAYO KING KIRO KJR KOL	young blair p. g. w. eastman bolling	<b>Bluefield</b> WHIS WKOY	katz devney	<b>Eau Claire—Chippewa Falls</b> WAXX WBIZ WEAU WECL	masla pearson hollingbery avery-knodel
		<b>Charleston</b> WCAW WCHS	bob dore branham		

# IN TIDEWATER, VA.

# WGH RADIO

## rates FIRST

according to all surveys.  
PULSE - HOOPER - TRENDX

**WGH**  
RADIO  
Color Channel 131

Norfolk, Newport News, Portsmouth  
and Hampton, Virginia

represented nationally by The JOHN BLAIR & Company





# RESULTS ARE 2 TO 1 IN KPQ'S CAPTIVE MARKET

KPQ'S 12 COUNTY  
INLAND WASHINGTON MARKET  
IS A CAPTIVE MARKET  
COMPLETELY SURROUNDED BY MOUNTAINS  
AND ISOLATED  
FROM BOTH SEATTLE  
AND SPOKANE!

**KPQ gets RESULTS 2 TO 1!**

and **CHALLENGES** all other  
INLAND WASHINGTON MEDIA  
TO **DISPROVE THEM!**

HOW DO YOU LIKE THOSE APPLES?  
WE'LL BACK OUR CLAIMS WITH MONEY WHERE  
OUR MOUTHS ARE!

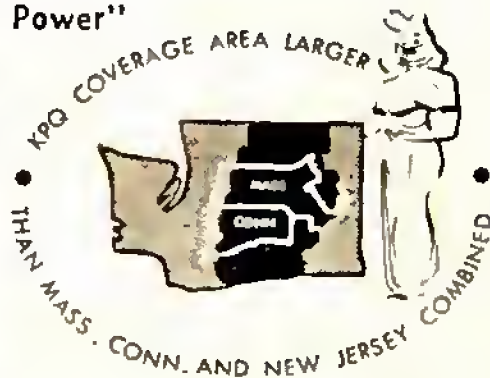
POPULATION: 448,300—  
EFFECTIVE BUYING INCOME \$780,120,000.00\*

\*May 10, 1959 Sales Management "Survey of Buying Power"

5000 W  
560 KC

## KPQ

WENATCHEE, WASHINGTON



Seattle & Portland Reps.  
Art Maare & Associates

National Reps.  
Weed & Co.

## AM STATIONS

(continued from page 87)

### Green Bay

WBAY ..... katz  
WDBZ ..... mcgavren  
WJPG ..... gill-perna

### La Crosse

WKBH ..... h-r  
WKTY ..... everett-mckinney

### Ladysmith

WLDY ..... continental radio sls.

### Madison

WIBA ..... avery-knode  
WISC ..... p. g. w.  
WKOW ..... headley-reed  
WMFM ..... continental radio sls.

### Manitowoc

WCUB ..... radio-tv  
WOMT ..... holman

### Marinette

WMAM ..... hollingbery

### Milwaukee

WEMP ..... headley-reed  
WFOJ ..... pearson  
WISN ..... petry  
WMIL ..... gill-perna  
WOKY ..... young  
WRIT ..... eastman  
WTMJ ..... cristal

### Racine

WRAC ..... devney  
WRJN ..... walker-rawalt

### Superior

WDSM ..... p. g. w.  
WQMN ..... clark

## WYOMING

### Casper

KATI ..... continental radio sls.  
KSPR ..... walker-rawalt  
KVOC ..... devney

### Cheyenne

KFBC ..... avery-knode  
KVWO ..... pearson

## FM Stations

### ARIZONA

#### Phoenix

KTYL ..... young

### CALIFORNIA

#### Atherton

KPEN ..... fine music hi-fi brdstrs.  
fm unlt. (midw.)

#### Fresno

KRFM ..... blair

#### Long Beach

KNOB ..... grant

#### Los Angeles

KBCA ..... fine music hi-fi brdstrs.  
fm unlt. (midw.)  
KDFC ..... fm unlt. (midw.)  
KFMU ..... good music brdstrs.  
KOLA ..... best  
KMLA ..... fm unlt. (midw.)  
KRHM ..... pearson

#### San Diego

KFSD-FM ..... katz

#### San Francisco

KDFC ..... walker-rawalt  
KSFR-FM ..... good music brdstrs.; grant;  
fm unlt. (midw.)

## COLORADO

#### Denver

KDEN-FM ..... breen & ward  
KTQM ..... fine music hi-fi brdstrs.



CONNECTICUT

**Hartford**  
WHICN fm unlt'd. (midw.)  
WTIC-FM henry i. cristal

**Meriden**  
WMMW-FM thos. f. clark

DISTRICT OF COLUMBIA

**Washington**  
WASH- good music brdcstrs.  
WFAN united brdcstg.  
WWDC-FM blair

FLORIDA

**Coral Gables**  
WVCG-FM thos. f. clark;  
good music brdcstrs.

**Doinesville**  
WRUF-FM burn-smith

**Miami**  
WWPB fine music hi-fi brdcstrs.

GEORGIA

**Atlanta**  
WGKA-FM good music brdcstrs.

**Augusta**  
WAUG-FM r. v. h.  
WBBQ-FM everett-mckinney; forjoe

ILLINOIS

**Anno**  
WRAJ-FM stars national

**Bloomington**  
WJBC-FM pearson

**Chicago**  
WEAW-FM good music brdcstrs.; grant webb  
WENF fine music hi-fi brdcstrs.  
WFMQ fm unlt'd. (midw.)  
WNIB fm unlt'd. (midw.)

**Decatur**  
WSOY-FM weed

**Evanston**  
WEAW-FM good music brdcstrs.;  
walker-rawalt; grant webb

**Mottoon**  
WLBH-FM hal holman

INDIANA

**Connersville**  
WCNB-FM gill-perna

**Indianapolis**  
WFMS fm unlt'd. (midw.);  
good music brdcstrs.

**Madison**  
WORX-FM best

**Muncie**  
WMUN walker-rawalt; hal holman

**Washington**  
WFML best

IOWA

**Muscotone**  
KWPC-FM pearson

KENTUCKY

**Fulton**  
WFUL-FM geo. t. hopewell

**Henderson**  
WSON-FM bogner & martin

**Modisonville**  
WFMW-FM best

**Moyfield**  
WNGO-FM indie sls.

MAINE

**Coribou**  
WEST rich. o'connell

MARYLAND

**Baltimore**  
WFDS fine music hi-fi brdcstrs.  
WITH-FM good music brdcstrs.;  
select; mcgavren

MASSACHUSETTS

**Boston**  
WBCN fm unlt'd. (midw.)  
WBZ-FM am radio sls.  
WNAC-FM h-r  
WXIR walker-rawalt

**Brockton**  
WBET-FM walker-rawalt

MICHIGAN

**Benton Harbor**  
WHFB-FM everett-mckinney

**Detroit**  
WLDN good music brdcstrs.  
WMZK fine music hi-fi brdcstrs.

**Grand Rapids**  
WLAJ-FM mcgavren

**Jackson**  
WMKZ fine music hi-fi brdcstrs.

MINNESOTA

**Monkato**  
KYSM-FM meeker

**Minneapolis-St. Poul**  
KWFM walker-rawalt  
WLOL-FM good music brdcstrs.;  
fine music hi-fi brdcstrs.

MISSOURI

**Konsos City**  
KCMO-FM katz

**St. Louis**  
KCFM good music brdcstrs.

**Springfield**  
KTTS-FM wood

**West Plains**  
KWPM-FM best

NEW HAMPSHIRE

**Berlin**  
WKCC green & ward; walker-rawalt

**Noshua**  
WOTW-FM walker-rawalt

NEW MEXICO

**Albuquerque**  
KHFM best

NEW YORK

**Bobylon**  
WBAB-FM r. v. h.

# "Radio One" in Sacramento

## Looking for "Spending Power"?

You'll find it on KCRA! The first Audience Composition Radio Pulse ever taken in the Sacramento area shows a very high adult audience to KCRA in all time periods . . . number one in the 6 A.M. to 12 Mid-night average. Ask your Petry Man for a look at this Audience Composition Survey.

## More Unduplicated Homes, Too!

The last Pulse Cumulative Audience Report also shows KCRA with the most unduplicated homes reached in the Sacramento area, both daily and weekly. Low CPM, too. Wise buy for your clients' dollars!

# KCRA

Ask your Petry Man

—Sacramento— 



# BEST SPOT BUY IN SAN ANTONIO!

The unchallenged  
market leader  
...by PULSE  
...by HOOPER  
...and used by the  
following advertisers:

Air Transport Assn., Alemite, Alko Seltzer, American Machine & Foundry, B-C, Bayer Aspirin, Bayer Nasal Spray, Ben Gay, Bexel Vitamins, Blandex, Blue Bannet Margarine, Borden's, Bowman Biscuit, Bristol Meyers, Budweiser, Busch-Bavarian, Camel, Campho-Phenique, Cannon Mills, Cardui, Chompion Spark Plugs, Chef Boy-Ar-Dee, Chevrolet, Chrysler, Coca Colo, Coldene, Canoca, Coppertane, Cudahy, Eastern Airlines, Edsel, Energine, Eveready Batteries, Falstaff, Florists Tel. Del. Assn., Ford, Greyhound Bus, Gulf Oil, Hamilton Watches, Hit Parade, Hormel, Italian Swiss Colony, Kent, L & M, Lance Products, Lever Bros., Lucky Strike, Magnolio Petroleum, Mercury, Mexsana, Mistol, Mum, Murine, My-T-Fine, Notionol Biscuit, Newport, Oasis, Old Gald, Oldsmobile, One-A-Day, Pall Moll, Pacquins, Penetro, Pepsi Cola, Peter Paul Condy, Plough Inc., Portland Cement, Praise, Prestone, RCA Victor, R-C Cola, Ralston Purina, Rayco, Readers' Digest, Revlon, Rama Wine, Schlitz, Seafarth, Sears Roebuck & Co., Silk-N-Satin, Sinclair, Silver Dust, Silversmiths Guild, Sioux Bee Honey, Saltice, Squirt, Sterling Drugs, St. Joseph's Aspirin, Texaca, Time Magazine, Top Value Stamps, Treesweet, Trig, United Fruit, Wildroot Cream Oil, Winstan, Winter Pears, Wolf Brand Chili and others.

## How about YOUR next schedule?

See your

## KATZ AGENCY

REPRESENTATIVE

# KONO

JACK ROTH, Manager  
P. O. Box 2338  
San Antonio 6, Texas

## FM STATIONS

(continued from page 89)

**Buffalo**  
WBNY-FM ..... masla

**Cortland**  
WKRT-FM ..... gill-perna

**Hempstead**  
WHLI-FM ..... gill perna

**Hornell**  
WWHG-FM ..... r. v. h.

**New York**  
WBAI ..... fm unlt. (midw.)  
WBFM ..... fine music hi-fi brdcstrs.  
WNCN ..... fm unlt. (midw.)

**Olean**  
WHDL-FM ..... everett mckinney

**Patchogue**  
WALK-FM ..... grant webb  
WPAC-FM ..... thos. f. clark

**Syracuse**  
WONO ..... fine music hi-fi brdcstrs.

**Troy**  
WFLY ..... gill-perna

**Utica**  
WRUN-FM ..... avery-knode

## NORTH CAROLINA

**Asheboro**  
WGWR-FM ..... henry i. christal

**Burlington**  
WBBB-FM ..... thos. f. clark

**Charlotte**  
WMIT ..... grant webb

**Lexington**  
WBUY-FM ..... henry i. christal

**Rocky Mount**  
WFMA ..... fine music hi-fi brdcstrs.

**Thomasville**  
WTNC-FM ..... continental radio sls.

## OHIO

**Alliance**  
WFAH-FM ..... grant webb

**Cincinnati**  
WKRC-FM ..... good music brdcstrs.; katz

**Cleveland**  
KYW-FM ..... am radio sls.  
WDOK-FM ..... brdcst. time sls.

**Columbus**  
WVCO-FM ..... v. r. m.

**Fremont**  
WFRO-FM ..... best

**Newark**  
WLCT-FM ..... meeker

**Toledo**  
WSPD-FM ..... katz  
WTRT ..... fine music hi-fi brdcstrs.

**Wooster**  
WWST-FM ..... robt. s. keller

## OKLAHOMA

**Oklahoma City**  
KYFM .....

**Stillwater**  
KSPI-FM ..... thos. f. clark

## OREGON

**Portland**  
KEX-FM ..... am radio sls.  
KPFI ..... meeker

## PENNSYLVANIA

**Butler**  
WBUT-FM ..... gill-perna

**Lancaster**  
WLAN-FM ..... headley-reed

**Philadelphia**  
WFLN-FM ..... good music brdcstrs.  
WHAT-FM ..... bob dore  
WJBR-FM ..... fine music hi-fi brdcstrs.  
WPEN-FM ..... gill-perna

**Pittsburgh**  
KDKA-FM ..... am radio sls.

**Williamsport**  
WLYC-FM ..... donald cooke

## RHODE ISLAND

**Providence**  
WPFI ..... walker-rawalt  
WXON ..... fm unlt. (midw.)

## SOUTH CAROLINA

**Greenville**  
WESC-FM ..... headley-reed  
WFBC-FM ..... avery-knode

## TENNESSEE

**Nashville**  
WFMB ..... fm unlt. (midw.)

## TEXAS

**Beaumont**  
KRIC-FM ..... branham

**Cleburne**  
KCLE-FM ..... best

**Dallas**  
KIXL-FM ..... broadcast time sls.  
WRR-FM ..... avery-knode

**Fort Worth**  
WBAP-FM ..... p. g. w.

**Houston**  
KHGM ..... good music brdcstrs.

**San Antonio**  
KONO-FM ..... h-r

## VIRGINIA

**Newport News—Norfolk—Portsmouth**  
WGH-FM ..... blair

**Staunton**  
WAFC-FM ..... thos. f. clark

## WASHINGTON

**Seattle**  
KING-FM ..... blair  
KISW ..... fine music hi-fi brdcstrs.

## WEST VIRGINIA

**Oak Hill**  
WOAY-FM ..... pearson

**Wheeling**  
WKWK-FM ..... walker-rawalt

## WISCONSIN

**Madison**  
WIBA-FM ..... avery-knode  
WMFM ..... continental radio sls.

**Milwaukee**  
WFMR ..... fm unlt. (midw.)  
WQFM ..... fm unlt. (midw.)

**West Bend**  
WBKV-FM ..... thos. f. clark; fm unlt. (midw.)



# K O B Y



..... gets action in San Francisco!

**Think it over  
with your  
PETRY man**



Audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

## KOBY

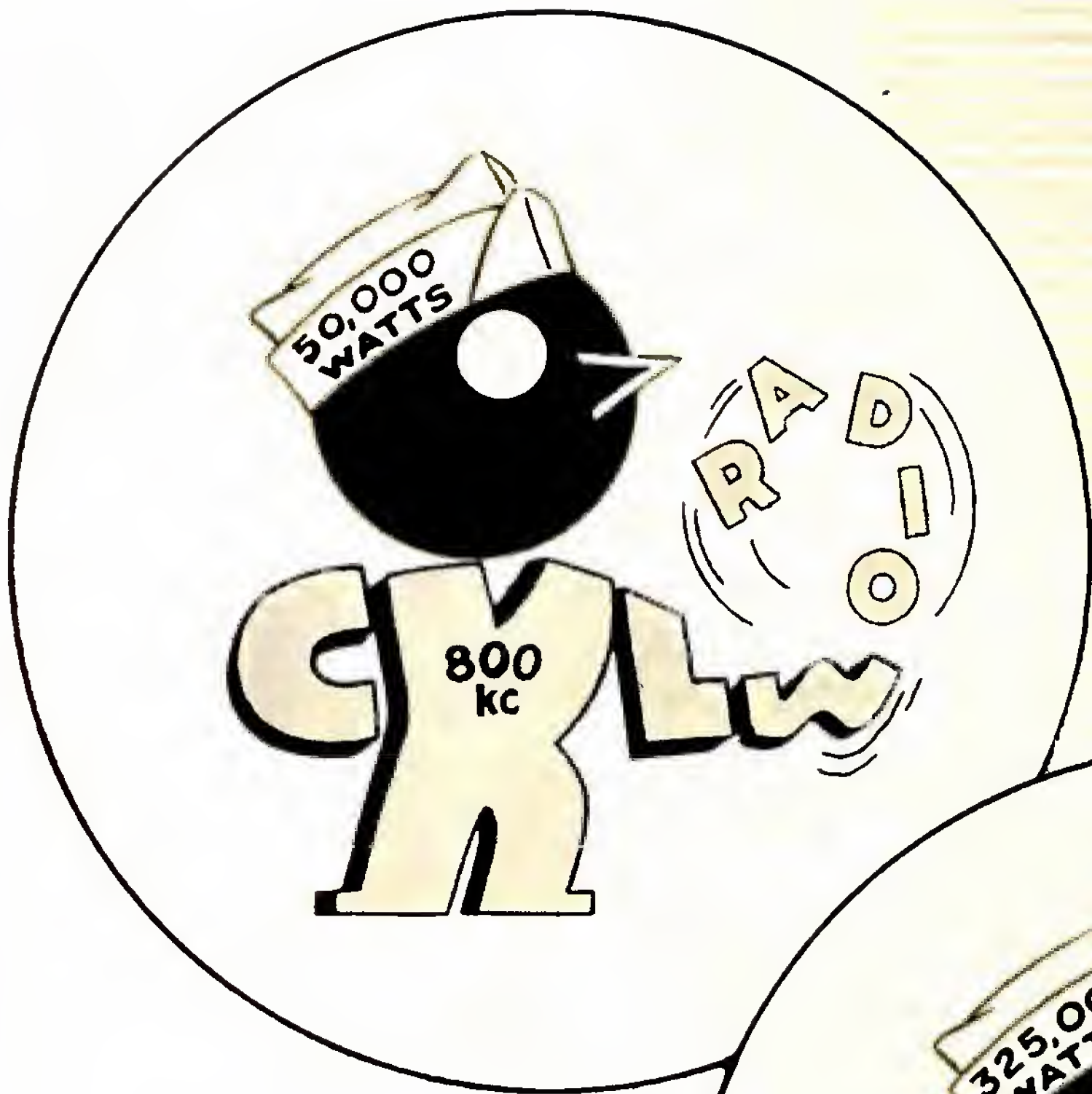
10,000 watts • San Francisco is KOBY-land

KOSI IN DENVER — WGVM IN GREENVILLE, MISS.

Mid-America Broadcasting Co.

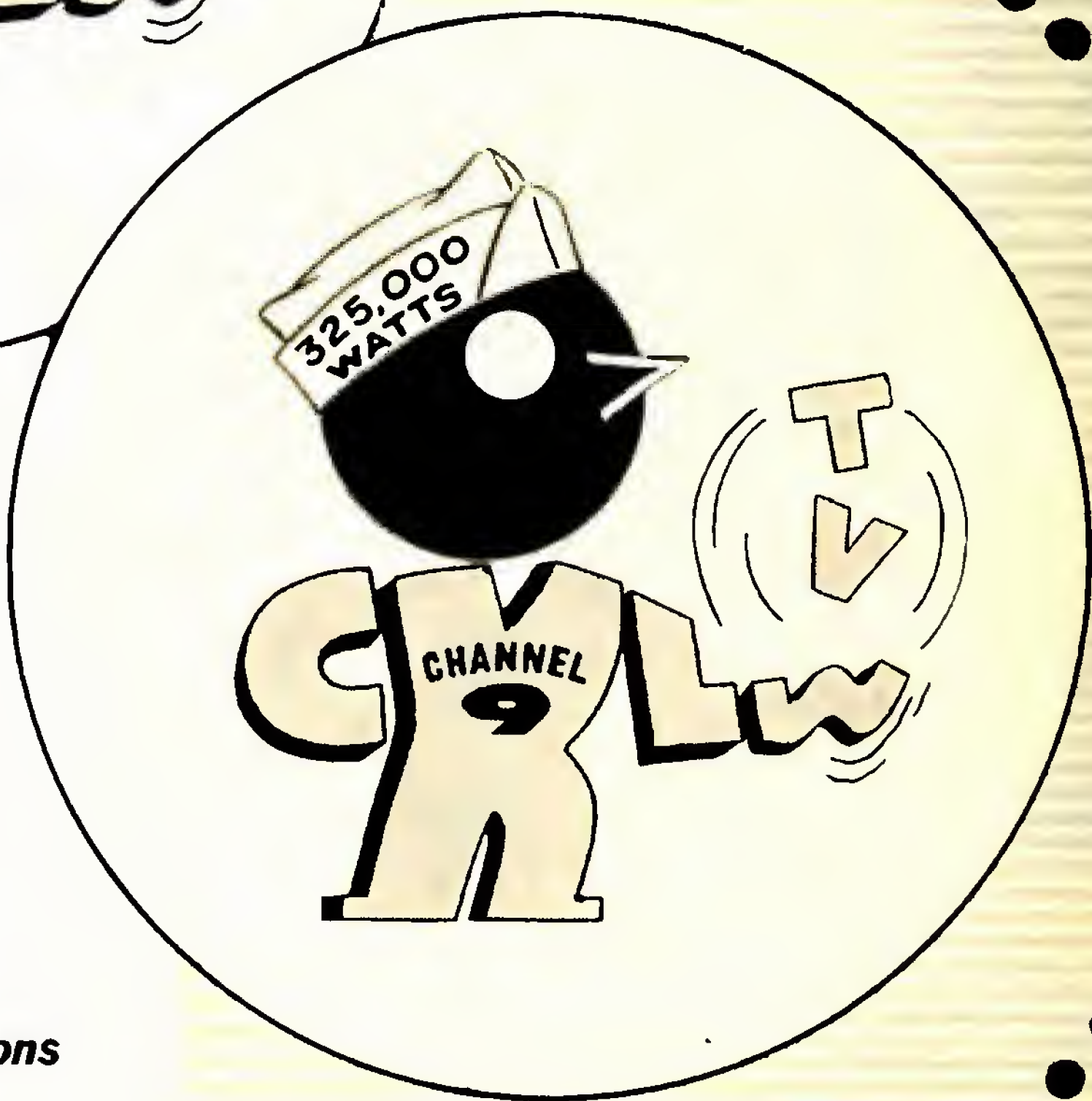


# The Only Full Power TWINs



**DELIVERED**  
More Prime Time  
More Impressions  
More Homes per Dollar  
on

**The Million Dollar Stations  
featuring  
Million Dollar Music  
on CKLW Radio  
Million Dollar Movies  
on CKLW-TV**



## in the Market!

**CKLW • CKLW-TV**

ROBERT E. EASTMAN & CO., INC.  
Nat'l Radio Rep.

**GUARDIAN BLDG. DETROIT**

YOUNG TELEVISION CORP.  
Nat'l TV Rep.

J. E. CAMPEAU  
President





# TELEVISION BASICS

SECTION

3

**Facts & Figures:** *Here are data on viewing habits, spending and programs, etc.*

**Stations & Reps:** *Here is a list of tv stations and their sales representatives*

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# VIEWING HABITS

## The daily U. S. viewing profile by hours of the day

### A. Summer and winter viewing facts for spot users—by local time

(Homes using tv, average per minute)

#### DAYTIME, MONDAY-FRIDAY

July-Aug. 1958

Jan.-Feb. 1959

	%	(000)	%	(000)
6-7 a.m.	0.5	215	0.8	352
7-8	4.4	1,892	6.6	2,904
8-9	8.9	3,827	13.1	5,764
9-10	12.7	5,461	15.6	6,864
10-11	14.8	6,364	19.4	8,536
11-12 noon	17.4	7,482	23.4	10,296
12 n-1 p.m.	20.4	8,772	25.8	11,352
1-2	18.0	7,740	21.7	9,548
2-3	16.9	7,267	20.7	9,108
3-4	19.0	8,170	22.8	10,032
4-5	21.6	9,288	32.5	14,300
5-6	23.8	10,234	42.4	18,656

#### EVENING, SUNDAY-SATURDAY

6-7 p.m.	28.6	12,298	56.1	24,684
7-8	35.8	15,394	65.4	28,776
8-9	45.4	19,522	69.7	30,668
9-10	50.0	21,500	65.3	28,732
10-11	39.5	16,985	46.9	20,636
11-12 mid.	21.9	9,417	24.5	10,780

### B. Summer and winter viewing facts for network users—by New York time

(Homes using tv, average per minute)

#### DAYTIME, MONDAY-FRIDAY

July-Aug. 1958

Jan.-Feb. 1959

	%	(000)	%	(000)
6-7 a.m.	0.3	129	0.4	176
7-8	2.3	989	3.9	1,716
8-9	6.4	2,752	10.0	4,400
9-10	10.1	4,343	12.3	5,412
10-11	12.5	5,375	16.1	7,084
11-12 noon	15.6	6,708	21.7	9,548
12 n-1 p.m.	18.7	8,041	24.5	10,780
1-2	18.5	7,955	22.0	9,680
2-3	16.7	7,181	20.8	9,152
3-4	17.1	7,353	21.7	9,548
4-5	20.8	8,944	28.3	12,452
5-6	22.8	9,804	35.3	15,532

#### EVENING, SUNDAY-SATURDAY

6-7 p.m.	24.0	10,320	44.2	19,448
7-8	29.9	12,857	56.3	24,772
8-9	38.5	16,555	64.8	28,512
9-10	46.8	20,124	67.0	29,480
10-11	46.0	19,780	58.7	25,828
11-12 mid.	31.1	13,373	38.2	16,808

SOURCE: A. C. Nielsen.



# Interview: *Al Strietmann*

Strietmann Biscuit Company Advertising Manager tells why he selects  
WLW-TV and WLW Radio for Zesta Crackers

"In the Strietmann area, the combined wide coverage of the WLW-TV Stations and WLW Radio is that powerful advertising plus."



"This wide coverage matches a product's wide distribution—in our case, Zesta Crackers in the new 8 Pak."



"So this perfect coverage-distribution combination assures 8 times the lasting freshness for advertisers' commercial messages!"

The dynamic WLW group

Call your WLW Stations' Representative . . . you'll be glad you did!

**WLW-T**  
Television  
Cincinnati

**WLW-C**  
Television  
Columbus

**WLW-D**  
Television  
Dayton

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis



Crosley Broadcasting Corporation, a division of **Arco**



## Television's audience composition at night

### Nighttime audience composition by half hours

N. Y. Time	Total viewers (000)	Audience composition by:	Population segment			
			Men (18 and over)	Women (18 and over)	Teens (12-17)	Children (4-11)
7:30-8	62,205	% total viewers	27	33	12	28
		number viewers (000)	16,795	20,528	7,465	17,417
		% total population segment	31.1	35.3	46.7	58
8-8:30	67,408	% total viewers	28	34	12	26
		number viewers (000)	18,874	22,919	8,089	17,526
		% total population segment	35	39.5	50.6	58.3
8:30-9	68,513	% total viewers	29	35	12	24
		number viewers (000)	19,869	23,979	8,222	16,443
		% total population segment	36.9	41.4	51.3	54.7
9-9:30	67,478	% total viewers	32	38	12	18
		number viewers (000)	21,593	26,642	8,097	12,146
		% total population segment	40	45.9	50.6	40.5
9:30-10	65,772	% total viewers	33	40	12	15
		number viewers (000)	21,705	26,309	7,892	9,866
		% total population segment	40.2	45.3	49.3	32.9
10-10:30	56,463	% total viewers	36	43	10	11
		number viewers (000)	20,327	24,279	5,646	6,211
		% total population segment	37.6	41.9	35.3	20.7
10:30-11	50,052	% total viewers	37	44	9	10
		number viewers (000)	18,519	22,033	4,505	5,005
		% total population segment	34.3	37.9	28.2	16.7

Audience composition figures above add another dimension to the usual data. In addition to showing the number of viewers rather than homes, the figures go beyond the practice of showing what percent of viewers in each time period are men, etc. Using the total number of men, etc., in the U.S. population as a base, the chart also shows what percent of each population segment (men, women, etc.) is reached

during the time period—a useful marketing statistic. Number of viewers per time period and the usual audience composition breakdown comes from Nielsen (November-December 1958, Monday through Friday). Percent of total population segment reached was calculated by SPONSOR on the basis of population data worked out by Richard Dunne of SSCB and based on population as of 1 July 1958





# Watching WRGB, of course!

(Along with over half the  
TV families in the area)

Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

STATION SHARE OF AUDIENCE\*  
SUNDAY THROUGH SATURDAY

SIGN-ON  
TO  
SIGN-OFF

WRGB	STATION B	STATION C
52.6%	31.2%	18.2%

\*Source: Total Area ARB, May, 1959

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY



## Television's audience composition during the day

### Daytime audience composition by hours

N. Y. Time	Total viewers (000)	Audience composition by:	Population segment			
			Men (18 and over)	Women (18 and over)	Teens (12-17)	Children (4-11)
9-10 a.m.	9,222	% total viewers	9	35	6	50
		number viewers (000)	830	3,228	553	4,611
		% total population segment	1.5	5.5	3.4	15.3
10-11	10,956	% total viewers	12	49	5	34
		number viewers (000)	1,315	5,368	548	3,725
		% total population segment	2.4	9.3	3.4	12.3
11-N	15,910	% total viewers	15	54	5	26
		number viewers (000)	2,387	8,591	795	4,137
		% total population segment	4.4	14.8	5	13.8
N-1 p.m.	18,234	% total viewers	16	56	4	24
		number viewers (000)	2,918	10,211	729	4,376
		% total population segment	5.4	17.6	4.6	14.7
1-2	15,418	% total viewers	16	56	6	22
		number viewers (000)	2,467	8,634	925	3,392
		% total population segment	4.6	14.8	5.8	11.3
2-3	13,134	% total viewers	14	59	6	21
		number viewers (000)	1,839	7,749	788	2,758
		% total population segment	3.3	13.4	4.9	9.2
3-4	14,784	% total viewers	16	54	7	23
		number viewers (000)	2,366	7,983	1,035	3,400
		% total population segment	4.4	13.8	6.5	11.3
4-5	20,909	% total viewers	15	46	11	28
		number viewers (000)	3,136	9,618	2,300	5,855
		% total population segment	5.8	16.6	14.4	19.5
5-6	29,845	% total viewers	16	31	15	38
		number viewers (000)	4,775	9,252	4,477	11,341
		% total population segment	8.9	15.9	28	37.7
6-7	38,623	% total viewers	21	30	14	35
		number viewers (000)	8,111	11,587	5,407	13,518
		% total population segment	15	20	33.8	45

Audience composition figures above add another dimension to the usual data. In addition to showing the number of viewers rather than homes, the figures go beyond the practice of showing what percent of viewers in each time period are men, etc. Using the total number of men, etc., in the U.S. population as a base, the chart also shows what percent of each population segment (men, women,

etc.) is reached during the time period—a useful marketing statistic. Number of viewers per time period and the usual audience composition breakdown comes from Nielsen (March 1958, Monday through Friday). Percent of total population segment reached was calculated by SPONSOR on the basis of population data worked out by Richard Dunne, media coordinator of SSCB as of 1 July 1958.





# THEIR TIME IS YOUR TIME IN DETROIT!

with WJBK-TV's **EARLY SHOW** movie!

Busy day behind them . . . Time to relax. Now's the highlight of their day with a *topflight movie*—WJBK-TV's "Early Show," Monday through Friday, 5:00 to 6:30 PM – begins June 29. Team up with PARAMOUNT, UNITED ARTISTS, SCREEN GEMS, NTA and RKO to tap the 9-billion-dollar sales potential in the nation's fifth market—at a strategically receptive time!

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan.

"Famous on the local scene"

# WJBK-TV

CHANNEL



DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • Plaza 1-3940

## Storer Television

WJBK-TV  
Detroit

WJW-TV  
Cleveland

WSPD-TV  
Toledo

WAGA-TV  
Atlanta

WITI-TV  
Milwaukee





## How tv usage varies by months of the year

MONTH	DAILY HRS.	Percent tv homes watching per avg. minute	
		6 AM-6 PM (M-F)	6 PM-MID. (ALL DAYS)
May 1958	4 hrs. 14 min.	11.9	41.4
June 1958	4 hrs. 17 min.	12.5	40.2
July 1958	4 hrs. 10 min.	13.7	36.6
Aug. 1958	4 hrs. 3 min.	13.3	35.6
Sept. 1958	4 hrs. 23 min.	12.2	42.2
Oct. 1958	4 hrs. 58 min.	14.3	47.4
Nov. 1958	5 hrs. 23 min.	14.8	51.8
Dec. 1958	5 hrs. 47 min.	16.9	54.0
Jan. 1959	5 hrs. 55 min.	18.2	55.0
Feb. 1959	5 hrs. 52 min.	18.0	54.7
Mar. 1959	5 hrs. 40 min.	18.0	52.6
Apr. 1959	5 hrs. 23 min.	17.4	51.4

SOURCE: A. C. Nielsen

## How viewing differs in three time zones

Viewing habits by hours vary greatly in different time zones, as shown by ARB figures at right and below. This is particularly noticeable during the morning and late evening. Percent-of-homes figures cover hour beginning at time shown top of column

Percent homes using tv by zones, Dec., 1958, Sun. thru Sat. eve.

ZONE	6 P.M.	7	8	9	10	11	MID.
Eastern	42.5	55.4	66.7	63.9	52.1	24.4	12.9
Central	54.9	66.9	68.0	61.7	35.6	17.2	4.2
Pacific	48.5	62.3	68.9	63.5	38.5	15.7	5.0

Percent homes using tv by zones, December 1958, Monday thru Friday daytime

ZONE	7 A.M.	8	9	10	11	N	1 P.M.	2	3	4	5
Eastern	7.8	15.0	13.5	14.0	19.9	22.0	16.6	15.3	14.4	26.7	35.3
Central	10.6	16.4	16.2	20.1	18.2	18.5	15.5	13.2	17.5	26.8	36.6
Pacific	4.5	7.8	9.9	11.6	12.9	11.2	11.7	12.9	13.1	19.8	33.2

## Average viewing time morning, afternoon and evening

Average hours viewing per home per day by day part

	NIGHT	AFTERNOON	MORNING	TOTAL DAY
Mon.-Fri.	3 hrs. 39 min.	1 hr. 32 min.	39 min.	5 hrs. 50 min.
Saturday	4 hrs. 3 min.	1 hr. 31 min.	48 min.	6 hrs. 22 min.
Sunday	3 hrs. 43 min.	1 hr. 44 min.	16 min.	5 hrs. 43 min.
All Days	3 hrs. 43 min.	1 hr. 33 min.	37 min.	5 hrs. 53 min.

SOURCE: NTI, Jan.-Feb. 1959





# **limelight medium**

The spot medium is now more than ever in the spotlight as astute advertisers continue to discover that when spot is used as a primary medium, it kindles its most spectacular successes . . . moves unprecedented mountains of merchandise.

Equally in the limelight is H-R's total service policy which assures represented stations that continued research, promotion and programming services vitally contribute to all their areas of operation. Another facet of its **Working Partnership** credo, total service implements H-R's basic sales function.

"We always send a man to do a man's job"



**H-R** Television, Inc.  
Representatives

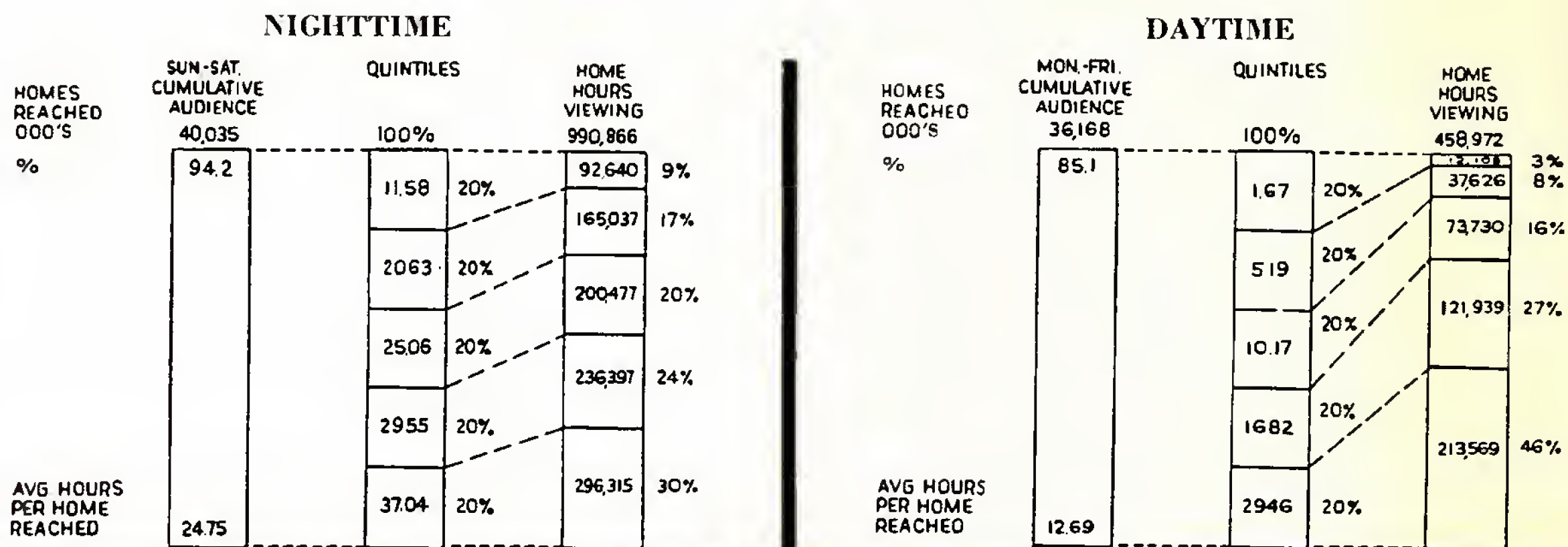
New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines



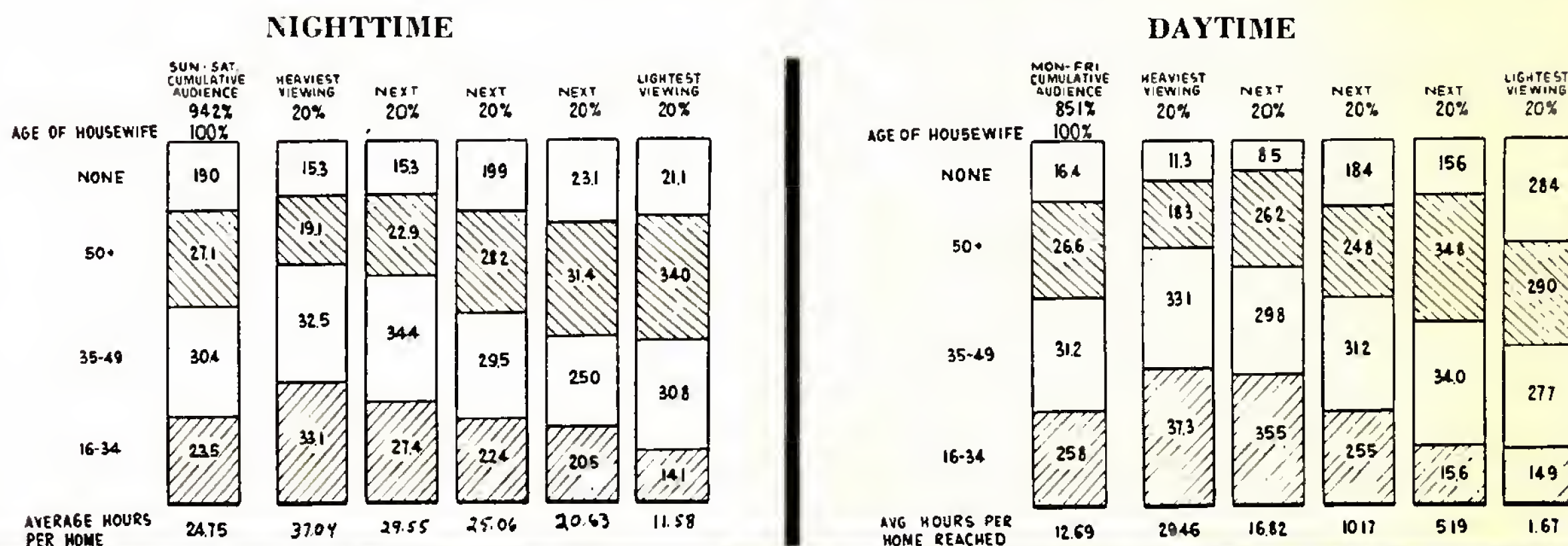
## How tv's daytime and nighttime audiences differ

### THE TV AUDIENCE (BY FIFTHS) ACCORDING TO WEEKLY HOURS OF VIEWING

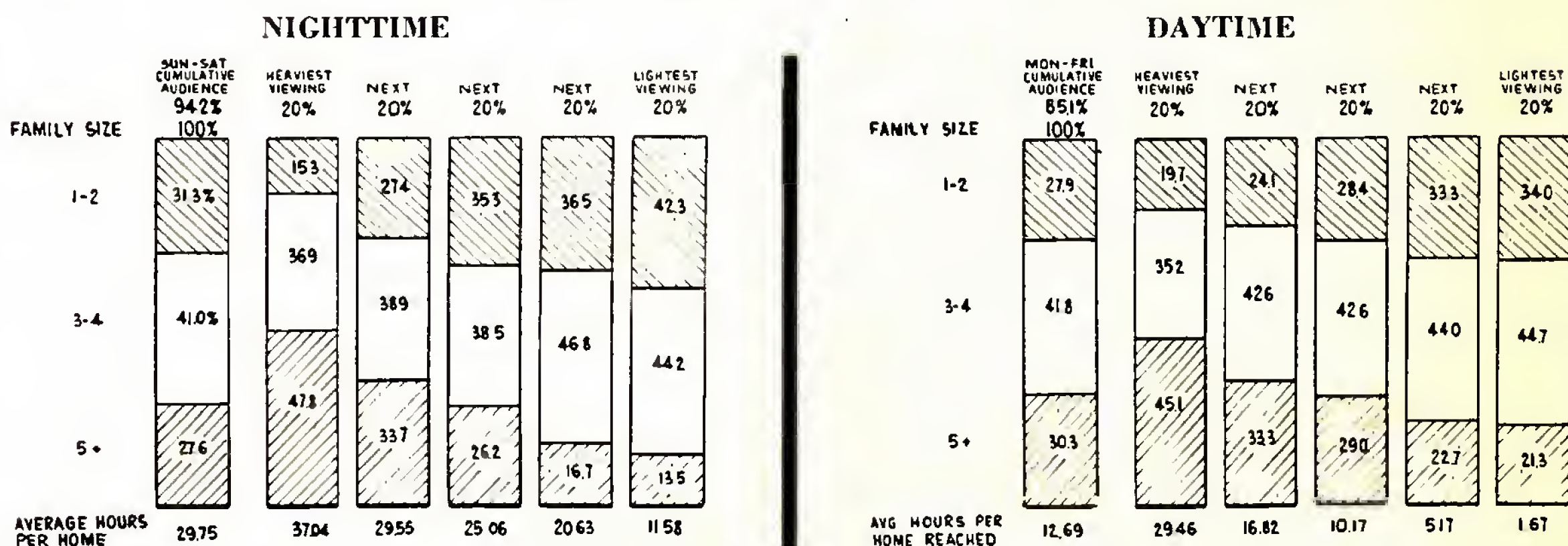
#### A. The total weekly audience



#### B. Weekly audience by age of housewife



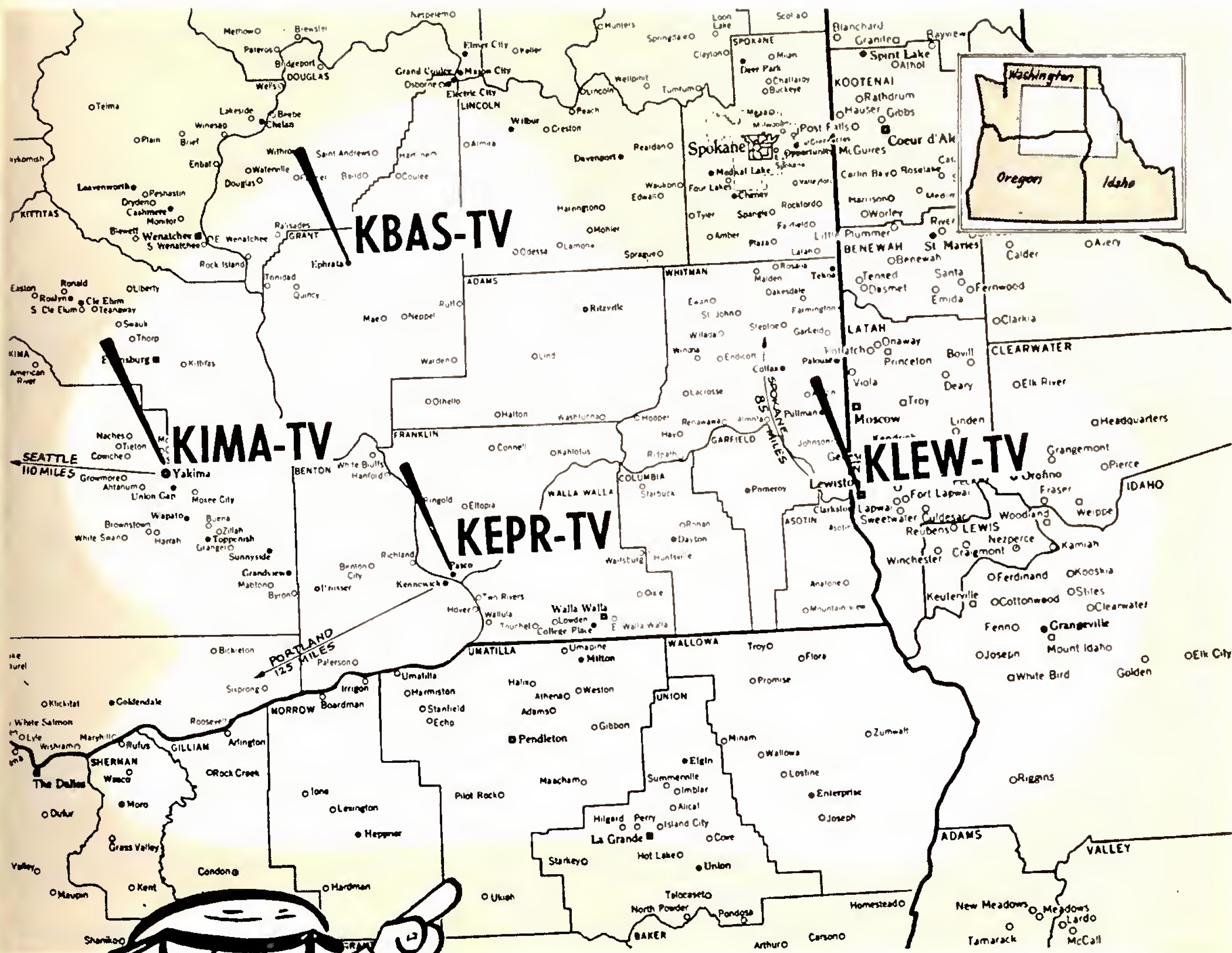
#### C. Weekly audience by size of family



The charts above, produced from A. C. Nielsen material, profile viewing by listing all sample homes in terms of weekly hours of viewing, starting with the heaviest and proceeding down to the lightest viewing home. The list is then divided into five (hence, quintile) equal parts and the average from each group of 20% is used in the charts. The

quintiles shown in the top charts are used in the age-of-housewife and size-of-family breakdowns. Charts show, among other things, that daytime viewing homes vary more in level of viewing than nighttime viewing homes and that heavy viewing, both day and night, is greatest among homes with young housewives. Data is based on 2-8 March 1958





## "Smidley, you bug me!"

"Over a BILLION DOLLARS\* layin' there like one big single-station market and it zipped right by ya, Smid. Why, any other time buyer would have grabbed it—zowie! So simple, Smidley. One order, four stations and you've got it. The Cascade network alone reaches it all—sells it all.

\*E.B.I. \$1,013,982,500. Source: Sales Management 1959 "Survey of Buying Power."



KIMA-TV  
YAKIMA  
KEPR-TV  
PASCO  
KLEW-TV  
LEWISTON  
KBAS-TV  
EPHRATA

# CASCADE TELEVISION

NATIONAL REPRESENTATIVES: George P. Hollingbery • PACIFIC NORTHWEST: Moore & Associates



SPENDING AND COSTS

Tv ad expenditures have doubled in five years

McCann-Erickson figures prepared for *Printers Ink* is the source of chart at right. Besides tv, media include radio, newspapers, magazines, outdoor, business papers, direct mail, miscellaneous. Tv figures include all client spending: time, talent, production and commercials. TvB preliminary estimates for 1959: \$1,469,000,000

Tv advertising and share of all advertising, 1949-58

Year	Total advertising	Total tv advertising	Percent tv is of total
1958	\$10,196,000,000	\$1,360,000,000	13.3%
1957	10,310,600,000	1,273,400,000	12.4%
1956	9,904,700,000	1,206,700,000	12.2%
1955	9,194,400,000	1,025,360,000	11.2%
1954	8,164,100,000	809,200,000	9.9%
1953	7,755,300,000	606,100,000	7.8%
1952	7,156,200,000	453,900,000	6.3%
1951	6,426,100,000	332,300,000	5.2%
1950	5,710,000,000	170,800,000	3.0%
1949	5,202,200,000	57,800,000	1.1%

Networks take 54% of all tv ad dollars

NETWORK: \$735,000,000
SPOT: \$365,000,000
LOCAL: \$260,000,000

SOURCE: McCann-Erickson, "Printers Ink" preliminary estimates, time, talent and production, 1958.

Tv broadcast revenues hit \$1 billion in 1957

Tv has become a billion dollar business in 10 years. Figures are from FCC, cover networks and stations. Note leveling off in rate of increase of both revenues and expenses in recent years. These are latest figures available from the government

Tv industry revenue and expense, 1948-57

Year	Total broadcast revenues (000)	Percent increase	Total broadcast expenses (000)	Percent increase
1957	\$943,200	5.2%	\$783,200	10.7%
1956	896,900	20.4%	707,300	19.0%
1955	744,700	25.6%	594,500	18.3%
1954	592,937	37.3%	502,637	39.4%
1953	431,777	33.4%	360,511	34.6%
1952	323,594	37.3%	267,902	38.0%
1951	235,684	122.5%	194,086	68.6%
1950	105,914	208.5%	115,128	93.2%
1949	34,329	294.6%	59,591	152.5%
1948	6,700	358.8%	23,600	-----



## Some facts and figures on network tv expenditures

### Network billings by network

Network	1957	1958	% Change
ABC	\$ 83,071,284	\$103,016,938	+24.0
CBS	239,284,899	247,782,734	+ 3.6
NBC	193,845,383	215,790,729	+11.3
	\$516,201,566	\$566,590,401	+ 9.8

### Network billings by months, 1958

January	\$ 49,606,735
February	44,638,074
March	49,488,074
April	47,651,346
May	47,918,145
June	43,769,105
July	41,118,509
August	41,509,492
September	42,417,190
October	52,526,147
November	52,008,793
December	53,938,821
Total	\$566,590,401

1st quarter 1958	1st quarter 1959	% Change
\$ 27,013,001	\$ 32,236,569	+19.3
62,715,826	66,161,853	+ 5.5
54,004,023	58,081,996	+ 7.6
\$143,732,853	\$156,480,418	+ 8.9

### Network billings by day parts

	1st quarter 1958	1st quarter 1959	% Change
Daytime	\$ 42,184,408	\$ 53,325,550	+26.4
Mon.-Fri.	35,397,145	44,903,974	+26.9
Sat. & Sun.	6,787,263	8,421,576	+24.1
Nighttime	101,548,445	103,154,868	+ 1.6
Total	\$143,732,853	\$156,480,418	+ 8.9

Expenditure figures shown here are from LNA-BAR, cover gross time expenditures by advertisers. Note that most of the current increase in web billings is during the day. Note also that summer billings are 20% below the winter levels.

## Some facts and figures on spot tv expenditures

### Spot tv spending by time of day and type of buy

	1958 \$ (add 000)	1958 %	1957 %
Day	\$182,712	35.7	32.3
Night	273,111	53.4	57.8
Late Night	55,881	10.9	9.9
Total	\$511,704	100.0	100.0
Announcements & Participations	371,934	72.7	69.6
ID's	56,804	11.1	10.9
Programs	82,966	16.2	19.5
Total	511,704	100.0	100.0

### Number of advertisers using spot tv 1956-58

Parent company users of television spot	1956	1957	1958
Spending under \$20,000	3,193	2,867	2,925
Spending over \$20,000	1,206	1,287	1,341
Total	4,399	4,154	4,266

Greater emphasis on daytime spot tv, shown here in these TvB figures collected by N. C. Rorabaugh, is continuing in 1959. Though nighttime share is down, total dollars are up. Some of daytime figures are result of spillover of nighttime business unable to find availabilities. Data are gross time



# Washington

**HAMPTON**

*James River*

**JAMES RIVER BRIDGE**

**NEWPORT NEWS**

**TUNNEL**  
**2 1/4 mi.**

*Hampton Roads*

**PORTSMOUTH**

**WTAR-TV  
TOWER**



**← LESS THAN**



# Slipped Here!

## Tidewater Virginia

*Chesapeake Bay*

**VIRGINIA BEACH** ◦

**NORFOLK**

**SOUTH NORFOLK**

Tidewater, Va., is NOT 2 separate metro areas (Norfolk, Newport News) as the U.S. Gov't list has it, but ONE compact interurbia closely linked, literally and figuratively, by custom, income, sales, bridges and tunnels.

With 779,814\* people in the metro area, Tidewater is 27th in the nation, and 3rd in the entire southeast—equaled only by Atlanta and Miami.

TIDEWTAR is a better way to spell it...and sell it; for WTAR-TV dominates this must-buy market, and always has—in every survey ever taken. AND, within this area, you get *no* duplication, and no competition from *any* outside station!

\*Bureau of Population & Economic Research,  
State of Va., Feb. 1959

# WTAR-TV

**CBS**  
TELEVISION

Norfolk, Va.  
Channel 3

*Represented by Edward Petry & Co.*

**29 MILES** →



## One of three tv dollars advertises grocery products

Tv expenditures by product classification, 1958

	TOTAL TV	SPOT TV	NETWORK TV
Agriculture	\$ 1,378,154	\$ 1,350,000	\$ 28,154
Ale, beer & wine	50,502,987	44,214,000	6,288,987
Amusements, entertainment	771,616	559,000	212,616
Automotive	58,840,855	7,376,000	51,464,855
Building material, fixtures, paints	17,675,494	2,789,000	14,886,494
Chemicals, institutional	404,969	-----	404,969
Clothing & accessories	17,215,439	13,241,000	3,974,439
Confections & soft drinks	40,254,724	28,237,000	12,017,724
Consumer services	26,325,054	14,605,000	11,720,054
Cosmetics & toiletries	126,107,799	46,749,000	79,358,799
Dental products	34,330,671	14,467,000	19,863,671
Drug products	98,224,639	44,626,000	53,598,639
Food & grocery products	243,515,420	135,687,000	107,828,420
Garden supplies & equipment	880,638	661,000	219,638
Gasoline & lubricants	27,979,209	24,479,000	3,500,209
Hotels, resorts, restaurants	521,705	423,000	98,705
Household cleaners, polishes, waxes	46,098,594	29,650,000	16,448,594
Household appliances	18,996,479	4,621,000	14,375,479
Household furnishings	5,353,509	2,926,000	2,427,509
Household laundry products	76,237,980	29,940,000	46,297,980
Household paper products	15,153,884	5,163,000	9,990,884
Household, general	10,257,185	4,101,000	6,156,185
Notions	415,720	384,000	31,720
Pet products	11,665,699	4,411,000	7,254,699
Publications	1,559,069	757,000	802,069
Sporting goods, bicycles, toys	5,209,243	3,045,000	2,164,243
Stationery, office equipment	2,834,817	149,000	2,685,817
Tv, radio, phono, musical instr.	11,495,606	1,501,000	9,994,606
Tobacco products & supplies	93,443,822	31,119,000	62,324,822
Transportation & travel	5,641,358	2,937,000	2,704,358
Watches, jewelry, cameras	20,550,151	4,459,000	16,091,151
Miscellaneous	8,517,912	7,144,000	1,373,912
<b>TOTAL</b>	<b>\$1,078,360,401</b>	<b>\$511,770,000</b>	<b>\$566,590,401</b>

SOURCE: TvB via N. C. Rorabaugh (spot), LNA-BAR (network), gross time expenditures.





# FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3.

All Nielson surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts—1,318,600 people with \$1,661,784,000 to spend.

Ask your Petry man for the story on the **FULL** Shreveport market. You'll find **KTBS-TV** not only gives you your money's worth, but more, lots more.



**NBC**

E. Newton Wray, Pres. & Gen. Mgr.

**ABC**



## These are the big television spenders

### The top 50 television advertisers, 1958

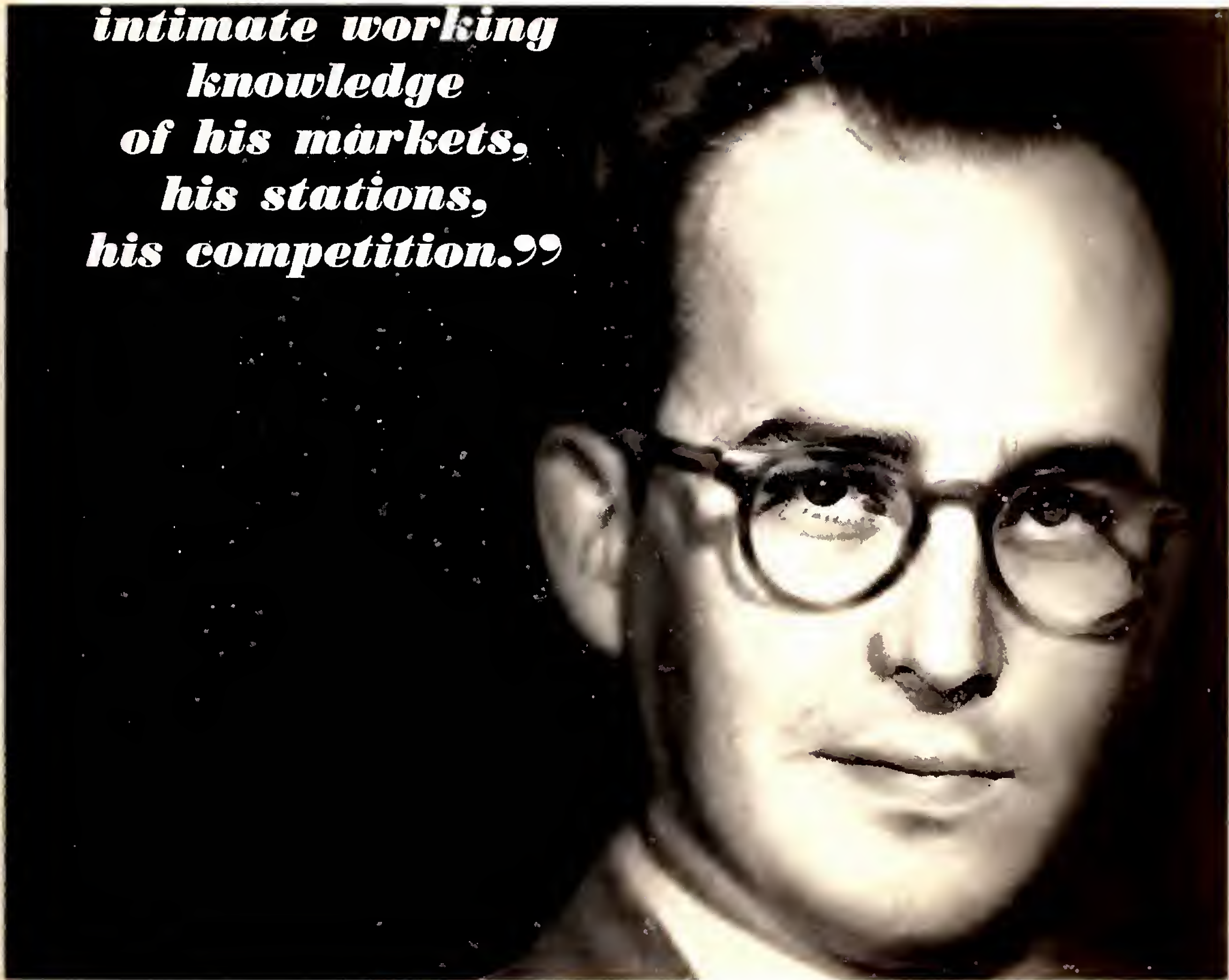
ADVERTISER	TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble Company	\$84,471,710	\$33,833,060	\$50,638,650
2. Lever Brothers Company	38,537,230	16,578,860	21,958,370
3. Colgate-Palmolive Company	33,855,990	10,998,490	22,857,500
4. General Foods Corporation	31,753,900	11,020,780	20,733,120
5. American Home Products Corp.	27,783,360	7,275,680	20,507,680
6. General Motors Corporation	22,115,440	1,522,070	20,593,370
7. Bristol-Myers Company	18,918,690	2,845,890	16,072,800
8. R. J. Reynolds Tobacco Co.	18,436,470	2,434,260	16,002,210
9. Gillette Company	18,076,740	1,944,380	16,132,360
10. Brown & Williamson Tobacco Co.	17,664,000	9,413,530	8,250,470
11. P. Lorillard & Company	16,508,680	6,717,450	9,791,230
12. Chrysler Corporation	14,732,210	390,740	14,341,470
13. American Tobacco Company	14,270,330	3,018,150	11,252,180
14. General Mills, Inc.	13,777,090	2,986,970	10,790,120
15. Ford Motor Company	13,601,550	1,041,430	12,561,120
16. Sterling Drug, Inc.	13,565,080	3,645,220	9,919,860
17. Kellogg Company	12,840,330	2,549,440	10,290,890
18. Liggett & Myers Tobacco Co.	12,715,810	1,865,830	10,849,980
19. Miles Laboratories, Inc.	12,681,340	7,895,950	4,785,390
20. Adell Chemical Company	12,339,090	12,339,090	.....
21. Warner-Lambert Pharma. Co.	11,725,590	8,832,990	2,892,600
22. Standard Brands, Inc.	10,513,270	4,368,290	6,144,980
23. Pharmaceuticals, Inc.	10,376,000	202,440	10,173,560
24. Continental Baking Company	9,964,170	9,223,910	740,260
25. Philip Morris & Company	9,033,720	4,066,710	4,967,010
26. Corn Products Co.	8,119,030	3,191,790	4,927,240
27. National Dairy Products Corp.	7,672,430	962,920	6,709,510
28. National Biscuit Company	7,619,780	4,022,960	3,596,820
29. Carter Products, Inc.	7,542,400	5,202,300	2,340,100
30. Revlon, Inc.	7,156,890	847,850	6,309,040
31. S. C. Johnson & Son, Inc.	7,055,840	1,813,560	5,242,280
32. Radio Corp. of America	6,458,130	.....	6,458,130
33. Quaker Oats Company	6,373,420	1,679,690	4,693,730
34. Eastman Kodak Company	6,194,880	257,520	5,937,360
35. Pillsbury Mills, Inc.	5,730,740	525,160	5,205,580
36. General Electric Company	5,687,210	391,210	5,296,000
37. International Latex Corp.	5,678,510	5,678,510	.....
38. American Chicle Company	5,324,670	2,355,040	2,969,630
39. Nestle Company, Inc.	5,219,220	1,681,800	3,537,420
40. Westinghouse Electric Corp.	4,724,610	85,380	4,639,230
41. Texize Chemical Company	4,704,170	4,704,170	.....
42. Chesebrough-Ponds, Inc.	4,689,770	1,591,690	3,098,080
43. Campbell Soup Company	4,506,260	272,520	4,233,740
44. Jos. E. Schlitz Brewing Co.	4,503,060	1,778,680	2,724,380
45. Armour & Company	4,271,090	738,350	3,532,740
46. Swift & Company	4,163,240	1,209,590	2,953,650
47. Robert Hall Clothes	3,993,850	3,993,850	.....
48. Scott Paper Company	3,906,370	488,270	3,418,100
49. Prudential Insurance Co. of Amer.	3,849,960	22,200	3,826,760
50. Ralston-Purina Company	3,753,550	377,510	3,376,040

SOURCE: TvB via N. C. Borabaugh (spot), LNA-BAR (network), gross time expenditures.



Ted Kelly  
media account supervisor  
at McCann-Erickson, says:

**“The station  
representative  
we enjoy  
working with has an  
intimate working  
knowledge  
of his markets,  
his stations,  
his competition.”**



At FORJOE, our basic sales philosophy makes it essential to pick men of proven ability—mature men, trained in research, development, & creative sales. These characteristics are basic with every FORJOE man in our seven offices coast-to-coast. Armed with a keen, thorough working knowledge of markets and stations, each FORJOE man applies this know-how to the objectives of the specific account.

21 years of experience prove the value of this sales strategy.

**580 Fifth Avenue NYC**  
**Forjoe-TV**

*New York/Chicago/Detroit/Los Angeles/San Francisco/Philadelphia/Atlanta*



## These are the top billing tv agencies

### How top 50 air agencies rank in total tv billings

Rank	Agency	Total tv (million \$)	Rank	Agency	Total tv (million \$)
1	J. Walter Thompson*	\$109.5	26	C&W*	\$11
2	McCann-Erickson	87	27	D'Arey	10.5
3	Young & Rubicam*	82	27	N C & K	10.5
4	Ted Bates	78.1	27	Tatham-Laird	10.5
5	BBDO*	73	30	Bryan Houston	10.3
6	B & B	65	31	North	8.3
7	Burnett	51.2	32	Gardner	8.05
8	Compton	45	33	D. P. Brother*	8
9	D-F-S*	44	34	Ogilvy, Benson & M.	7.7
10	Kenyon & Eckhardt	35.2	34	McM-J & A	7.7
11	Ayer*	35	36	Doyle, D. & B.	7.4
12	Esty*	34.5	37	Keyes, Madison & J.	7.13
13	Lennen & Newell	31.4	38	F & S & R	7
14	F C & B	29	39	Guild, Bascom & B.	6.86
15	SSC&B	22.35	40	Reach-McClinton	6.6
16	Campbell-Ewald*	22	41	Honig-Cooper, H & M	5.9
17	Grant	18.2	42	Best	5.7
18	Wade	17.1	43	Mogul	5.6
19	Parkson	15.6	43	Donahue & Coe	5.6
20	EW&R	14.5	45	Warwick & Legler	5.5
21	Needham, Louis & B.	13.9	46	Geyer*	5
22	Campbell-Mithun	13	46	E. H. Weiss	5
23	DCSS	12.2	46	LaRoche	5
24	Maxon	12	49	Kudner	4.3
25	Grey	11.1	50	Cohen & Aleshire	3.6

### Top 10 network tv agencies

Rank	Agency	Net tv (million \$)
1	J. Walter Thompson*	\$85.5
2	Young & Rubicam*	62.5
3	McCann-Erickson	61
4	BBDO*	47
5	B & B	40
6	Burnett	39.3
7	Ted Bates	35.7
8	D-F-S*	35
9	K & E	29.8
10	F C & B	26.1

### Top 10 tv spot agencies

Rank	Agency	Spot tv (million \$)
1	Ted Bates	\$42.4
2	McCann-Erickson	26
2	BBDO*	26
4	B & B	25
5	J. Walter Thompson*	24
6	Esty*	23
7	Ayer*	21
8	Compton	20
9	Young & Rubicam*	19.5
10	Burnett	11.9

U. S. billings only. \*Indicates SPONSOR estimates for all or part of figures.



**NOW**...over

**ONE MILLION\***

people in the  
**DALLAS** metro area!

metro area: 1,031,900 people!  
WFAA-TV coverage area:



POPULATION	2,697,100
FAMILIES	808,800
EFFECTIVE BUYING INCOME	\$4,405,428,000
RETAIL SALES	\$3,279,612,000
FOOD SALES	\$ 764,385,000
GENERAL MERCHANDISE	\$ 504,999,000
APPAREL	\$ 167,529,000
AUTOMOTIVE	\$ 715,240,000
DRUGS	\$ 117,234,000
TV SET COUNT	676,500

*\*Source: Sales Management "Survey of Buying Power," May 10, 1959.*



# NETWORK PROGRAMING TRENDS

## How audiences divide their time among network show types

Per cent of all viewing time average home spends watching network show types

	GENERAL 30 min.	DRAMA 60-90 min.	VARIETY 30 min. 60 min.		WESTERN 30 min. 60 min.		ADVEN- TURE	SITUATION COMEDY	QUIZ & AUD.	SUSPENSE DRAMA	INFOR- MATION	MISC.
Winter 1955-'56	9%	13%	8%	16%	4%	%	4%	16%	11%	5%	5%	9%
Winter 1956-'57	7	15	6	18	6	1	6	15	11	5	4	6
Winter 1957-'58	5	8	7	16	10	5	6	15	10	10	3	5
Winter 1958-'59	5	7	8	13	14	10	5	12	7	8	6	5

Figures are from Nielsen Tv Index, cover sponsored shows at night, result from two factors: (1) total number of hours for each type of programing on the air, (2) total amount of time spent by average home in viewing each type of show.

Note that last season audiences spent fully 25% of their time watching westerns, about 60% more time than they did during the previous season. Other categories do not show much change from the percentage shares of 1957-58

## Share of all viewing time going to tv network sponsors

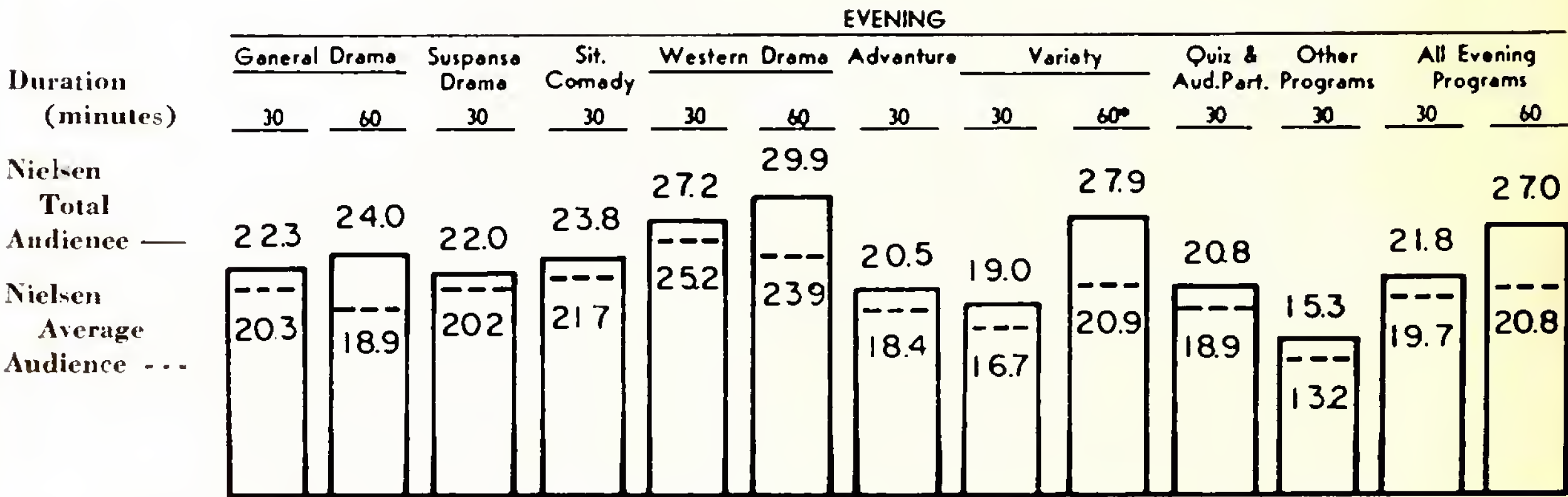
1959: 49.0% to web sponsored programs: 51.0% to all others

1958: 49.5% to web sponsored programs: 50.5% to all others

Source: NTI, February, each year.

## Rating levels for network program categories

Total and average audience figures for nighttime shows



Source: NTI, two weeks ending 18 October, 1958.



# from the heart of Pittsburgh to the entire tri-state area!



**WIIC**

CHANNEL

**11**

REPRESENTED BY  
**BLAIR-TV**

BASIC  
**NBC**  
AFFILIATE

**WIIC PITTSBURGH 14, PA.**

Telephone: FAirfax 1-8700

TWX: PG 16



## Network station lineups showed slight increase last season

Average number of stations, night and day, January 1958 vs. 1959

### DAYTIME

#### Quarter Hour Shows

ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959
none	none	131	138	none	none

1958 average: 131

1959 average: 138

#### Half Hour Shows

ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959
103	84	120	137	104	116

1958 average: 109

1959 average: 112

### NIGHTTIME

#### Half Hour Shows

ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959
110	112	140	146	121	128

1958 average: 124

1959 average: 129

#### Hour Shows

ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959
137	134	142	134	137	156

1958 average: 139

1959 average: 141

Source: Station lineup data are from ARB reports of sponsored shows as supplied by the networks. Daytime notes: Arthur Godfrey show is included in CBS' quarter-hour figures by quarter hours. Nighttime notes: NBC' half-hour average includes "Tonight" in 1958 and "Jack Paar Show" in 1959. CBS hour average includes following "Wagon Train" figures for 1958—200 stations for first half hour, 119 stations for second half hour.

## Network show trends by type of sponsorship

Sponsorship patterns on network tv have pretty well stabilized in recent years, these Nielsen figures show. Data does not include the Jack Paar show in the participating and co-sponsor category shown at bottom

### Percent evening hours monthly

TYPE OF SPONSORSHIP	Winter '58	Spring '58	Spring '57
Full	51.1%	48.7%	52.8%
Alternating	27.9	30.5	27.3
Participating and co-sponsor	21.0	20.8	19.9

## Network show trends by length of program

An increase in amount of time devoted to hour-long shows (many of them westerns) and a decrease in half-hour shows were the highlights of this Nielsen study on length-of-program trends for three seasons

### No. evening hrs. monthly

SHOW TYPE	1959	1958	1957
15-min.	8½	7	16¾
30-min.	155	172	150½
60-min.	95	86	96
90-min.	9	9	21
Total hours:	267½	274	284¼



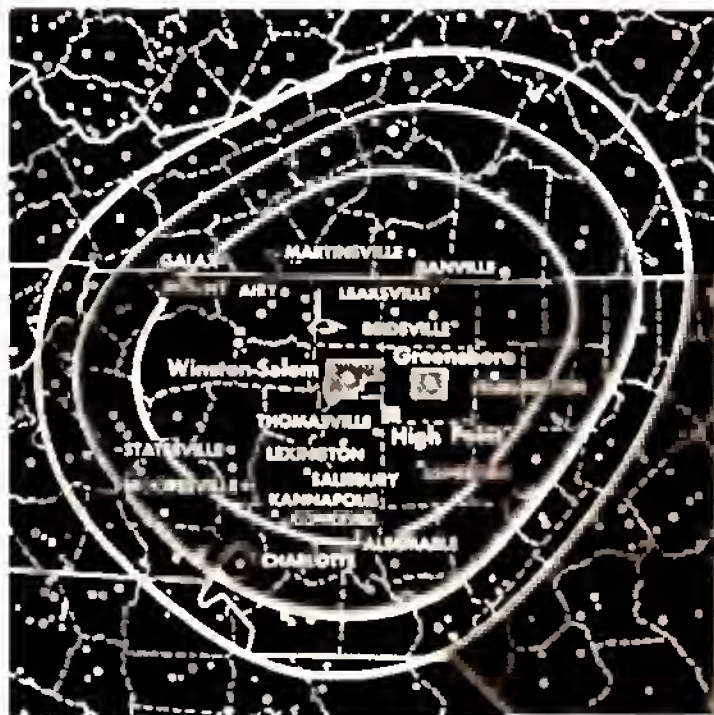
**WSJS TELEVISION  
DELIVERS  
GRADE A COVERAGE\*  
OF MORE PEOPLE  
than any other  
North Carolina  
Station**

**THIS FACT FACES YOU!**

**PROOF:**

In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.

\*



**WSJS** television  
Winston-Salem / Greensboro



CHANNEL 12

Call Headley-Reed, Reps.

AFFILIATE



## Popularity of show types in competitive markets

### Average ratings in 20 markets

Program type	1959 Rating	1958 Rating	Program type	1959 Rating	1958 Rating
<i>News shows and special features</i>	6.8	**	<i>Mystery, crime, police drama</i>	17.1	17.0
<i>Drama, half hour</i>	19.7	18.5	<i>Sports spectacles</i>	12.5	10.1
<i>Drama, hour or more</i>	20.3	18.3	<i>Western drama</i>	20.8	22.2
<i>Special programs</i>	**	27.3	<i>Quiz and panel shows</i>	20.7	19.8
<i>Variety shows, comedy, music</i>	16.8	15.9	<i>Children's shows</i>	17.6	15.4
<i>Situation comedies</i>	19.2	17.0	<i>Interview shows</i>	25.8	14.0
<i>Adventure series</i>	16.3	13.8			

\*SOURCE: Trendex, Inc., (average ratings include only those programs which appear in both February and March 1958 and 1959 reports).

\*\* Unable to report because of insufficient data.

## Audience composition of show types in competitive markets

### Viewers per set in 20 markets

	Drama ½ hr.	Drama hr.-more	Variety, comedy, music	Sit. comedy	Adven- ture	Myst., crime, police	Sports	Westerns	Quiz, panel	Child. shows	Inter- view
<b>MEN</b>	0.89	0.84	0.80	0.63	0.79	0.82	1.15	0.86	0.77	0.58	0.88
<b>WOMEN</b>	1.07	1.03	1.11	0.97	0.67	0.98	0.72	0.92	1.07	0.70	1.09
<b>CHILDREN</b>	0.54	0.31	0.58	1.01	1.14	0.53	0.22	0.80	0.36	1.46	0.32
<b>TOTAL</b>	2.50	2.18	2.49	2.61	2.60	2.33	2.09	2.58	2.20	2.74	2.29

SOURCE: Trendex, February-March 1959. Children include all below 18.

## Television football audiences are increasing

### Football audiences for major games

Game	Network	1958-59 homes	1957-58 homes
Rose Bowl	NBC TV	21,956,000	20,528,000
Sugar Bowl	NBC TV	17,776,000	13,515,000
Pro Championship	NBC TV	15,488,000*	16,023,000
Orange Bowl	CBS TV	15,048,000	17,043,000
East-West	NBC TV	14,573,000	13,060,000
Cotton Bowl	CBS TV	14,168,000	12,198,000
Senior Bowl	NBC TV	10,736,000	9,265,000
<b>Total</b>		<b>109,745,000**</b>	<b>101,632,000</b>

SOURCE: NTL. \*New York, which broadly accounts for 10% of the audience, was blacked out. \*\*The increase in audiences for all games was around 8%.



## Some interesting facts about westerns

### A. Western audiences are stable

No. viewers per 100 tv homes

	OCTOBER 1957	OCTOBER 1958
Men	92	90
Women	93	93
<b>ADULTS</b>	<b>185</b>	<b>183</b>
Children	82	79
<b>TOTAL</b>	<b>267</b>	<b>262</b>

### B. Growing western audiences top the critics favorite

	NO.*	1956 AA RATING	NO.	1957 AA RATING	NO.	1958 AA RATING
Avg. Eve. Show	135	19.9	127	20.4	129	20.1
Hour Drama	11	20.8	10	19.5	6	18.9
Western	7	20.9	10	25.1	18	27.9

No. denotes half-hour periods.

### C. Westerns tend to be less popular among better-educated households

EDUCATIONAL STATUS OF HOUSEHOLD HEAD	WESTERNS (10)	HOUR VARIETY (11)	HOUR DRAMATIC (6)
<i>3 yrs. of high or less</i>	30.2	23.1	17.6
<i>High school graduate</i>	32.2	24.1	19.5
<i>Attended college</i>	25.6	24.1	21.2
<i>National rating avg.</i>	29.6	23.8	19.4

### D. But westerns get stiff competition from other kid daytime shows

PROGRAM TYPE	LENGTH	HOMES	MEN	WOMEN	TEENS	CHILDREN	TOTAL
In millions							
Western	30 min.	4.1	2.2	2.4	1.5	4.0	10.1
Other programs	15 min.	3.2	.5	1.1	.7	4.3	6.6
Other programs	30 min.	4.7	.7	1.4	1.3	6.6	10.0

All the charts above are based on Nielsen figures, and appeared at various times during the past year in SPONSOR-SCOPE. First three charts were worked up by NBC. The top chart shows audience composition for nine westerns that were on the air during both dates. The second chart, using the January-June period each year as a base, shows a jump in western audiences of 33% and a decline in the hour drama of 9% during two-year period. Chart No. 3 is based on Jan.-Feb. 1958 data. Bottom chart, covering daytime children's programs, shows millions of homes and viewers per average minute during two periods: 9-22 November and 7-20 December 1958.



## COLOR TV

## COLOR TELEVISION STATUS REPORT

1. There are an estimated 435,000 color sets in circulation, and NBC estimates 20% of these are in the New York City area. (Neither RCA, Sylvania nor the Electronics Industries Assn. releases actual color tv set production figures. RCA reportedly produces 90% of them.) Average price of a color set is \$500.

2. NBC TV is the most enthusiastic broadcast supporter of color. Last year, for example, it telecast 668 hours of color programming. CBS TV carried only six and one-half hours, ABC TV none. NBC TV's color hours have grown from 68 in 1954, 216 in 1955, 486 in 1956 and 647 in 1957. CBS plans to add more color shows next season but ABC has no color equipment and has no starting date set for its color debut. Color shows far outnumber color movies.

3. Of 520 tv stations in operation, 350 or some 67% have color equipment for transmission. Of these, an estimated 154, or about half, are NBC affiliates.

## 4. COLOR TV STATIONS\*

By state and city, with network affiliation (if any)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
<b>ALABAMA</b>					<b>COLORADO</b>				
Birmingham	WABT	WBRC	WABT		Denver	KOA	KLZ		KTVR
Dothan		WTVY	WTVY		<b>CONNECTICUT</b>				
Mobile	WALA	WKRG	WALA		Hartford				WTIC
Montgomery	WSFA	WCOV			New Britain	WNBC			
<b>ARIZONA</b>					New Haven			WNHC	
Mesa	KVAR				<b>D.C.</b>				
Phoenix		KOOL	KTVK	KPHO	Washington	WRC	WTOP		WTTG
Tucson	KVOA	KOLD	KGUN		<b>FLORIDA</b>				
<b>ARKANSAS</b>					Daytona Beach	WESH			
El Dorado	KTVE				Jacksonville	WFGA	WJXT	WJXT	
Little Rock	KARK	KTHV	KATV		Miami	WCKT	WTVJ	WPST	
<b>CALIFORNIA</b>					Orlando		WDBO		
Bakersfield	KERO				Tampa	WFLA	WTVT		
Chico		KHSL	KHSL		W. Palm Beach	WPTV	WPTV		
Fresno	KMJ	KFRE	KJEO		<b>GEORGIA</b>				
Los Angeles	KRCA	KNXT		KTLA KHJ KTTV KCOP	Albany	WALB		WALB	
Redding	KVIP		KVIP		Atlanta	WSB	WAGA	WLWA	
Sacramento	KRCA	KBET			Augusta	WJBF	WRDW	WJBF	
Salinas	KSBW	KSBW	KSBW		Columbus	WTVM	WRBL	WRBL	
San Diego	KFSD	KFMB			Macon	WMAZ	WMAZ	WMAZ	
San Francisco	KRON	KPIX		KTVU KNTV	Savannah	WSAV	WTOC	WSAV WTOC	
San Jose					Thomasville	WCTV	WCTV	WCTV	
Santa Barbara	KEYT	KEYT	KEYT						

(Continued)

\*Number of tv stations which have a transmitter equipped for color. Of 520 tv stations in the U.S., 350 are color-equipped, according to NBC in a report issued in May 1959.



## COLOR TV STATIONS (Continued)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
<b>ILLINOIS</b>					Kalamazoo		WKZO	WKZO	
Champaign	WCIA	WCIA			Lansing	WJIM	WJIM	WJIM	
Chicago	WNBQ	WBBM		WGN WTTW	Traverse City	WPBN			
Peoria	WEEK	WMBD	WTVH		<b>MINNESOTA</b>				
Quincy	WGEM		WGEM		Alexandria	KCMT	KCMT	KCMT	
Rockford	WTVO	WREX	WREX		Duluth	WDSM	KDAL	KDAL WDSM	
Rock Island		WHBF	WHBF		Minneapolis	KSTP	WCCO		KTCA KMSP
Springfield	WICS		WICS		Rochester	KROC			
<b>INDIANA</b>					<b>MISSISSIPPI</b>				
Elkhart			WSJV		Hattiesburg	WDAM		WDAM	
Evansville	WFIE	WEHT	WTVW		Jackson	WLBT	WJTV	WJTV	
Fort Wayne	WKJG	WANE			Meridian	WTOK	WTOK	WTOK	
Indianapolis	WFBM	WISH	WLWI		<b>MISSOURI</b>				
Juncie	WLBC	WLBC	WLBC		Cape Girardeau		KFVS		
South Bend	WNDU	WSBT			Hannibal		KHQA		
Terre Haute	WTHI	WTHI	WTHI		Joplin		KODE	KODE	
<b>IOWA</b>					Kansas City	WDAF	KCMO	KMBC	
Ames			WOI		Kirksville	KTVO	KTVO		
Cedar Rapids		WMT			Springfield	KYTV	KTTS	KYTV	
Davenport	WOC				St. Louis	KSD	KMOX	KTVI	
Des Moines	WHO	KRNT			<b>NEBRASKA</b>				
Fort Dodge	KQTV				Hastings	KHAS			
Sioux City	KTIV	KTIV	KTIV		Kearney		KHOL	KHOL	
Waterloo	KWWL				Omaha	KMTV	WOW		
<b>KANSAS</b>					<b>NEVADA</b>				
Great Bend	KCKT		KCKT		Henderson	KLRJ		KLRJ	
Hutchinson		KTVH			Las Vegas		KLAS		
Pittsburg	KOAM		KOAM		Reno	KOLO	KOLO	KOLO	
Topeka		WIBW	WIBW		<b>NEW MEXICO</b>				
Vichita	KARD				Albuquerque	KOB	KGGM		
<b>KENTUCKY</b>					Rosewell	KSWs	KSWs	KSWs	
Lexington	WLEX		WLEX		<b>NEW YORK</b>				
Louisville	WAVE	WHAS	WAVE		Albany-Schenectady-Troy	WRGB	WTEN		
Paducah	WPSD				Binghamton	WINR			
<b>LOUISIANA</b>						WNBF	WNBF	WNBF	
Baton Rouge	WBRZ		WBRZ		Buffalo	WGR	WBEN	WKBW	
Lafayette		KLFY			Lake Placid	WPTZ		WPTZ	
Monroe	KNOE	KNOE	KNOE		New York	WRCA	WCBS		WABD WOR WPIX WNTA
New Orleans	WDSU	WWL							
Shreveport	KTBS	KSLA	KSLA		Rochester	WROC	WVET	WVET WROC	
<b>MAINE</b>					Syracuse	WSYR	WHEN	WHEN	
Bangor		WABI	WABI		Utica-Rome	WKTV	WKTV	WKTV	
Portland	WCSH	WGAN	WCSH		<b>NORTH CAROLINA</b>				
Presque Isle		WAGM	WAGM		Chapel Hill				WUNC
<b>MARYLAND</b>					Charlotte	WSOC	WBTW		
Baltimore	WBAL	WMAR	WJZ		Durham		WTVD		
<b>MASSACHUSETTS</b>					Greensboro		WFMY	WFMY	
Boston	WBZ	WNAC	WHDH		Greenville		WNCT	WNCT	
Springfield	WWLP	WHYN	WWLP		Raleigh	WRAL			
<b>MICHIGAN</b>					Washington	WITN			
Bay City	WNEM		WNEM		Wilmington	WECT			
Detroit	WWJ	WJBK			Winston-Salem	WSJS			
Grand Rapids	WOOD		WOOD						
Jackson	WILX								



## COLOR TV STATIONS (Continued)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
<b>NORTH DAKOTA</b>					Jackson		WDXI		
Bismarck	KFYR		KFYR		Johnson City		WJHL	WJHL	
Fargo	WDAY		WDAY		Knoxville	WATE	WBIR	WTVK	
Grand Forks	KNOX				Memphis	WMCT	WREC	WHBQ	
Minot	KCJB	KCJB	KCJB		Nashville	WSM	WLAC		
Valley City		KXJB			<b>TEXAS</b>				
<b>OHIO</b>					Amarillo	KGNC			
Cincinnati	WLWT	WKRC	WCPO		Austin	KTBC	KTBC	KTBC	
Cleveland	KYW	WJW	WEWS		Beaumont-Port Arthur	KPAC	KFDM	KFDM	
Columbus	WLWC	WBNS			Corpus Christi	KRIS		KRIS	
Dayton	WLWD	WHIO	WLWD		Dallas		KRLD	WFAA	
Lima	WIMA	WIMA	WIMA		El Paso	KTSM	KROD		
Toledo	WSPD/ WTOL	WSPD/ WTOL	WSPD		Ft. Worth	WBAP			
Youngstown	WFMJ	WKBN	WKST		Houston	WPRC	KGUL	KTRK	
Steubenville		WSTV			Lubbock	KCBD	KDUB	KCBD	
Zanesville	WHIZ	WHIZ	WHIZ		Midland	KMID		KMID	
<b>OKLAHOMA</b>					San Antonio	WOAI	KENS	KONO	
Ada	KTEN	KTEN	KTEN		Sweetwater		KPAR		
Ardmore	KVSO				Temple	KCEN			
Enid			KOCO		Texarkana		KCMC	KCMC	
Oklahoma City	WKY	KWTV			Tyler	KLTV	KLTV	KLTV	
Tulsa	KVOO	KOTV	KTUL		Waco		KWTV	KWTV	
<b>OREGON</b>					Wichita Falls	KFDX	KSJD	KFDX	
Eugene	KVAL				<b>UTAH</b>				
Medford	KBES	KBES	KBES		Provo				KLOR
Portland	KPTV	KOIN	KGW		Salt Lake City	KTVT	KSL	KUTV	
<b>PENNSYLVANIA</b>					<b>VIRGINIA</b>				
Altoona		WFBG	WFBG		Lynchburg			WLVA	
Erie	WICU	WSEE	WICU WSEE		Norfolk		WTAR	WAVY	
Harrisburg		WHP	WTPA		Petersburg	WXEX			
Johnstown	WJAC				Richmond		WRVA	WTVR	
Lancaster	WGAL	WGAL			Roanoke	WSLS	WDBJ	WSLS	
Lebanon			WLBR		<b>WASHINGTON</b>				
Philadelphia	WRCV	WCAU	WFIL		Seattle	KOMO	KIRO	KING	
Pittsburgh	WIIC	KDKA	WTAE		Spokane	KHQ	KXLY	KREM	
Scranton		WDAU			Tacoma				KTNT
Wilkes-Barre	WBRE	WILK			Yakima	KIMA	KIMA	KIMA	
<b>RHODE ISLAND</b>					<b>WEST VIRGINIA</b>				
Providence	WJAR	WPRO	WJAR		Bluefield	WHIS			
<b>SOUTH CAROLINA</b>					Charleston			WGHS	
Anderson		WAIM	WAIM		Clarksburg	WBOY	WBOY	WBOY	
Charleston	WUSN	WCSC	WCSC		Huntington	WSAZ	WHTN		
Columbia	WIS	WNOK			Parkersburg	WTAP	WTAP	WTAP	
Florence	WBTW	WBTW	WBTW		Wheeling	WTRF		WTRF	
Greenville	WFBC				<b>WISCONSIN</b>				
Spartanburg		WSPA			Eau Claire	WEAU		WEAU	
<b>SOUTH DAKOTA</b>					Green Bay		WBAY		
Aberdeen	KXAB	KXAB			Madison	WMTV	WISC	WKOW	
Sioux Falls	KELO	KELO	KELO		Marinette	WMBV			
Watertown	KDLO	KDLO	KDLO		Milwaukee	WTMJ	WXIX	WISN	WITI
<b>TENNESSEE</b>					Wausau	WSAU	WSAU	WSAU	
Bristol	WCYB		WCYB		<b>WYOMING</b>				
Chattanooga	WRGP	WDEF	WDEF		Cheyenne	KFBC	KFBC	KFBC	
					<b>HAWAII</b>				
					Honolulu	KONA	KGMB	KHVH	





WTIC-TV  
SELLS  
RICH, RICH  
SOUTHERN  
NEW ENGLAND

REPRESENTED BY  
HARRINGTON, RIGHTER  
AND PARSONS INC.

**WTIC-TV**  
HARTFORD, CONN.



GREENFIELD

NORTHAMPTON

HOLYOKE

CHICOPEE

SPRINGFIELD

TORRINGTON

MANCHESTER

HARTFORD

BRISTOL NEW BRITAIN

WATERBURY MIDDLETOWN

MERIDEN

NORWICH

NEW HAVEN

NEW LONDON



## Here's a list of advertisers who have used color on network tv

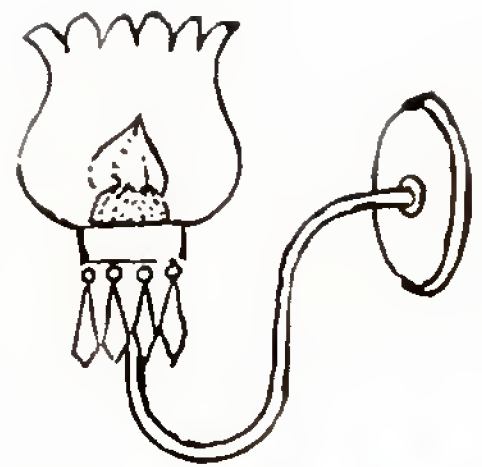
### Network advertisers with color tv experience

Company	Years when color used	Handling of commercials*	Company	Years when color used	Handling of commercials*
<b>AUTOMOTIVE, OIL</b>			<b>HOUSEHOLD APPLIANCES, INDUSTRIAL- INSTITUTIONAL, ETC.</b>		
Chrysler	1955-1958	LC-FC-TC	Aluminum Ltd.	1958	FC
General Motors	1956-1959	LC-FC	Aluminum Co. of Am.	1955-1957	FC
Ford	1956-1957	LC-FC	AT&T	1956-1958	LC-FC
Standard Oil, N. J.	1957	LC-FC	Bulova	1957	LC
Texas Co.	1957-1958	LC	DuPont	1957-1959	LC-FC
<b>CIGARETTE COMPANIES</b>			Eastman Kodak	1955	FC
American Tobacco	1956-1958	FB	Florists' Telegraph Service	1957-1958	LC
Liggett & Myers	1957-1958	LC-FB	Goodyear	1956-1957	FC
Lorillard	1957	LC	Greyhound	1958-1959	FB
R. J. Reynolds	1957	LC-FB	Hallmark	1954-1959	LC-FC
<b>FOOD PRODUCTS, SOAPS &amp; CLEANERS</b>			Kaiser	1956-1957	N.A.
American Dairy	1957-1959	LC-FC	Polaroid	1957-1958	LC-FB
Armour & Co.	1957	LC-FB	RCA	1956-1959	LC-FC
Breck	1957-1958	FB	Reynolds Aluminum	1954	LC
Brillo	1957-1959	FB	Sunbeam	1954-1959	LC-FC
Carnation	1955-1956	LC	Timken	1957	FC
Colgate	1955	FC	Union Carbide	1958	FC
Corn Products	1957-1958	FB	U. S. Steel	1957	FC
General Mills	1955	FC-LB	U. S. Time	1957-1958	LC-FB-LB
Hills Bros.	1958	FB	Westinghouse	N.A.	LC
Kellogg	1957	LC-FC	Whirlpool	1956-1958	FC
Knemark	1957-1958	LC-FC	<b>TOILETRIES, DRUGS AND PROPRIETARY MEDICINES</b>		
Lever Bros.	1957-1959	LC-FB	Alberto-Culver	1958	FB
Libby, McNeill, Libby	1958	LC	Chesebrough-Ponds	1957-1959	FB
Minute Maid	1957-1958	LC	Gillette	1957-1958	FB
National Dairy	1954-1959	LC	Helene Curtis	1956	FB
Pepsi-Cola	1957	LC-FC	Kimberley-Clark	1956-1959	FB
Pet Milk	1956-1958	LC-FC	Max Factor	1956-1957	FB
Pillsbury	1957	LC-FB	Mennen	1957	FB
Procter & Gamble	1958	LC-FB	Miles Labs	1956	LC-FB
Purex	1956-1957	FB	Noxzema	1957-1959	FC-FB
S. C. Johnson	1956-1958	FC-BiC-LB	Pharmacraft	1957-1958	LC-FB
Swift & Co.	1957	LC-FC	Revlon	1955-1958	FB
Van Camp	1958	N.A.	Scott Paper	1955	FC
			Smith, Kline & French	1956-1958	FC
			Warner-Lambert	1956-1958	FB

SOURCE: From NBC TV, The top 100 National Advertisers' Attitude Toward Color Television, preliminary report, January 1959. \* Commercial coding: LC, live color; FC, film color; N.A., no answer; TC, tape color; FB, film, black and white; FBo, film, both black and white and color; Bi-C, billboard with color; LB, live, black and white.



# WFRV-TV



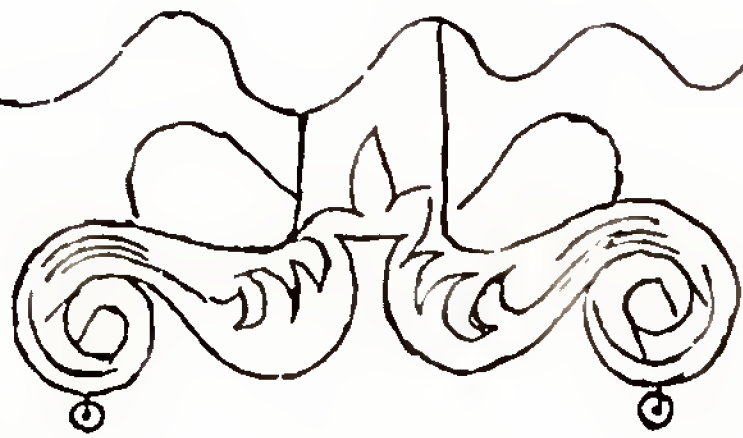
Green Bay  
Channel **5**

*delivers*

# BEST COST PER MILLION

Actually WFRV-TV Channel 5  
Green Bay, Wisconsin  
delivers 6,000,000 eyes and ears.

NOW **NBC** TOO!



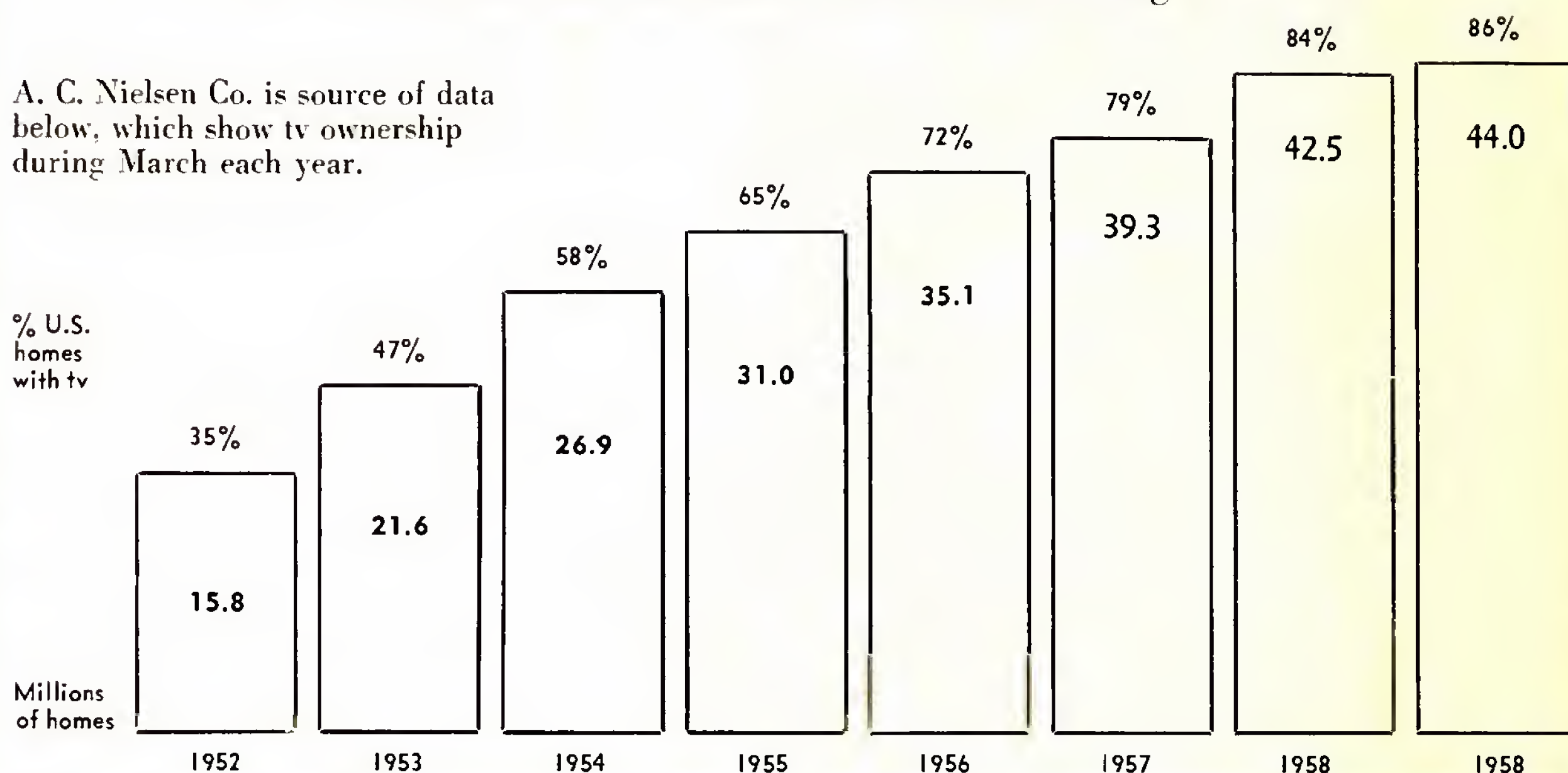


# DIMENSIONS

## Television homes have passed the 44 million mark

Per cent and number of U. S. homes owning tv

A. C. Nielsen Co. is source of data below, which show tv ownership during March each year.



## Urban counties average 92% television saturation

Figures at right are from A. C. Nielsen, show tv homes and set saturation figures as of 1 March this year. Though West Central and Pacific regions show the same saturation, the latter shows faster growth.

Tv saturation by region and county size

Region	Homes	Saturation	County Size	Homes	Saturation
Northeast	12,102,000	(91%)	"A"	17,423,000	(92%)
East Central	7,815,000	(89%)	"B"	12,623,000	(89%)
West Central	8,432,000	(86%)	"C"	8,148,000	(81%)
South	9,390,000	(77%)	"D"	5,797,000	(71%)
Pacific	6,261,000	(86%)			

## About \$600 million is invested in television broadcast property

Original cost of tangible tv broadcast property

Year	Original cost	Year	Original cost
1958	\$600,000,000 (est.)	1953	\$233,134,000
1957	546,406,000	1952	124,129,000
1956	429,680,000	1951	92,982,000
1955	364,748,000	1950	70,260,000
1954	315,009,000	1949	55,875,000

FCC annual summaries up through 1957 are the source of figures at right. The 1958 figure is an AMST estimate. Excluded are costs of translators. Replacement value of broadcast property is much higher.



# this is growth

THE TAFT STATIONS . . . in only ten years, have experienced tremendous growth. At present, nine Taft Radio and television stations are reaching over 8,000,000 people in rich Mid-West and Southern markets. This growth is a result of community acceptance gained through integrity of programming and management . . . through gainful results produced for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

# TAFT

the radio and television stations

**WKRC-TV**  
Cincinnati, O.

**WKRC-** RADIO  
and FM  
Cincinnati, O.

**WTVN-TV**  
Columbus, O.

**WTVN-** RADIO  
and FM  
Columbus, O.

**WBIR-TV**  
Knoxville, Tenn.

**WBIR-** RADIO  
and FM  
Knoxville, Tenn.

**WBRC-TV**  
Birmingham, Ala.

**WBRC-** RADIO  
and FM  
Birmingham, Ala.

**WKYT-TV**  
Lexington, Ky.

**WKRC-TV**  
Cincinnati, O.

**W  
K  
R  
C**

RADIO and FM

**WTVN-TV**  
Columbus, O.

**W  
T  
V  
N**

RADIO and FM

**WBIR-TV**  
Knoxville, Tenn.

**W  
B  
I  
R**

RADIO and FM

**WBRC-TV**  
Birmingham, Ala.

**W  
B  
R  
C**

RADIO and FM

**WKYT-TV\***  
Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., \*The Young Television Corp. Sales Office: Radio Cincinnati



Nearly 1,000  
video stations  
of all types  
are authorized

Tv station growth has been fast, figures gathered by Association of Maximum Service Telecasters show. After 14 years there are 11 authorized tv stations per channel. It took standard broadcasting 26 years to reach that high level of frequency loading

At least 38,000  
people work in the  
television industry  
at the latest count

Number of tv stations as of 21 February, 1959

	Channels 2-13	Channels 14-83	Total
Stations On the Air:			
Commercial .....	414	68	482
Educational .....	29	8	37
Commercial Satellite .....	20	7	27
Translator .....	0	162	162
Total On the Air.....	463	245	708
Authorized, Not on Air:			
Commercial .....	32	111	143
Educational .....	8	16	24
Commercial Satellite .....	6	2	8
Translator .....	0	41	41
Total Authorized .....	46	170	216
Total .....	509	415	924

Television broadcast employment, 1952-1957

Year	Full-Time Employees	Part-Time Employees	Total Employees
1957	32,639	5,519	37,797
1956	30,169	5,541	35,710
1954	25,324	4,088	29,412
1953	16,108	2,103	18,211
1952	12,412	1,687	14,099

SOURCE: Association of Maximum Service Telecasters via FCC. Includes both networks and stations. 1955 data not available. 1957 is latest year available.

4 out of 5 homes can view 4 or more stations

Per cent tv homes which can receive

1 station  
2%

2-3 stations  
17%

4 or more  
81%

Source: A. C. Nielsen, fall 1958.

1959 began with nearly 500 commercial stations

Number of stations

1950  
98

1952  
109

1954  
357

1956  
428

1958  
481

1959  
491

Source: A. C. Nielsen, January, each year.



# SET PRODUCTION

50 million television sets are now in use in the U. S.

Television set production and use—1946-1959

YEAR ENDING	NO. OF SETS PRODUCED	CUMULATIVE NO. OF SETS PRODUCED	TOTAL SETS IN USE
1958	4,920,428	64,130,789	50,300,000
1957	6,399,345	59,210,361	47,000,000
1956	7,387,029	52,811,016	42,700,000
1955	7,756,521	45,423,987	37,600,000
1954	7,346,715	37,667,466	32,500,000
1953	7,215,827	30,320,751	27,300,000
1952	6,096,279	23,104,924	21,200,000
1951	5,384,798	17,008,645	15,800,000
1950	7,463,800	11,623,847	10,600,000
1949	3,000,000	4,160,047	4,000,000
1948	975,000	1,160,047	1,000,000
1947	178,571	185,047	190,000
1946	6,476	6,476	16,000

SOURCE: Sets produced and cumulative number of sets produced from EIA, sets in use estimated by NBC.

## Uhf set production keeps declining

et production figures at right are from EIA (Electronic Industries Association), do not cover converted vhf tv sets

Production of factory-equipped uhf sets

YEAR	NUMBER OF SETS
1954	1,383,000
1955	1,182,000
1956	1,035,236
1957	779,800
1958	418,256

SOURCE: EIA

## Public has invested \$25 billion in tv sets and servicing

onsumer spending data for tv receivers, parts and repairs includes sets of all kinds, including color. Sources of data include *Electrical Merchandising*, *Tv Digest* and Sylvania Electric's F. W. Mansfield

Estimated public expenditure for tv

Year	Retail value of receivers (000)	Antennas, components, servicing, etc. (000)	Total public expenditures (000)
1946-54	\$10,684,500	\$4,453,500	\$15,138,000
1955	1,788,800	1,050,000	2,838,800
1956	1,457,100	1,200,000	2,657,100
1957	1,304,100	1,300,000	2,604,100
1958	1,150,300	1,350,000	2,500,300
Total			
1946-1958	\$16,384,800	\$9,353,500	\$25,738,300



# TELEVISION STATIONS AND REPRESENTATIVES

Timebuyers will find useful this list of video outlets and their reps

Like the list in the preceding Radio Basics section, this roster of video stations with their national representatives was designed to aid the timebuyer who has to place a lot of time in a hurry. It is, of course, just as useful for looking up one station.

In designing these lists, it was decided to trim the information they would contain down to bare essentials so that no time would be wasted by buyers in using it. For

this reason only four kinds of information are in them: (1) state, (2) city, (3) call letters, (4) name of rep.

Practically all U.S. tv stations are included here, uhf and vhf. For obvious reasons satellites and the like are not included. Because of the complexity of the job in assembling such a list and because of such problems as reps not answering or an unreported switch in reps, there may be a few errors—for which SPONSOR apologizes.

## U. S. TV STATIONS AND THEIR NATIONAL REPS, 1 JULY 1959

### ALABAMA

#### Birmingham

WAPI-TV ..... h. r. & p.  
WBRC-TV ..... katz

#### Decatur

WMSL-TV ..... masla

#### Dathan

WTVY ..... o'connell

#### Florence

WOWL-TV ..... r. v. h.

#### Mobile

WALA-TV ..... h-r  
WKRG-TV ..... avery-knodel

#### Mantgomery

WCOV-TV ..... young  
WSFA-TV ..... katz

### ARIZONA

#### Phoenix

KOOL-TV ..... hollingbery  
KPHO-TV ..... katz  
KTVK ..... blair  
KVAR ..... avery-knodel

#### Tucson

KGUN-TV ..... headley-reed  
KOLD-TV ..... hollingbery  
KVOA-TV ..... branham

#### Yuma

KIVA ..... hollingbery

### ARKANSAS

#### El Dorado

KTVE ..... weed

#### Fart Smith

KNAC-TV ..... v. r. & m.

#### Little Rock

KARK-TV ..... vetry  
KATV ..... avery-knodel  
KTHV ..... branham

#### Texarkana

KCMC-TV ..... v. r. & m.

### CALIFORNIA

#### Bakersfield

KBAK-TV ..... weed  
KERO-TV ..... petry  
KICU ..... hollingbery

#### Chico

KHSL-TV ..... avery-knodel

#### El Centro (Mexicali, Mex.)

XEM-TV ..... national time sls.

#### Eureka

KIEM-TV ..... hollingbery  
KVIQ-TV ..... mcgavren

#### Fresno

KFRE-TV ..... blair  
KJEO-TV ..... h-r  
KMJ-TV ..... katz

#### Las Angeles

KABC-TV ..... katz  
KCOP ..... petry  
KHJ-TV ..... h-r  
KNXT ..... cbs tv spot  
KRCA ..... nbc spot  
KTLA ..... p. g. w.  
KTTV ..... blair

#### Oakland

KTVU ..... h-r

#### Redding

KVIP-TV ..... hollingbery

#### Sacramento

KCCC-TV ..... gill-perna  
KCRA-TV ..... petry  
KXTV ..... h-r

#### Salinas

KSBW-TV ..... h-r

#### San Diego (Tijuana, Mex.)

KFMB-TV ..... petry  
KFSD-TV ..... katz  
KETV ..... blair

#### San Francisco

KGO-TV ..... blair  
KPIX ..... Tvar  
KRON-TV ..... p. g. w.

#### San Jose

KNTV ..... weed

#### San Luis Obispo

KSBY-TV ..... h-r

#### Santa Barbara

KEYT ..... headley-reed

#### Stackton

KOVR-TV ..... blair

### COLORADO

#### Calarada Springs

KKTV ..... bolling  
KRDO-TV ..... pearson

#### Denver

KBTX ..... p. g. w.  
KLZ-TV ..... kat  
KOA-TV ..... nbc spo  
KTVR ..... blai

#### Grand Junction

KREX-TV ..... holma

#### Puebla

KCSJ-TV ..... pearson; mecke

### CONNECTICUT

#### Bridgeport

WICC-TV ..... youn

#### Hartford

WHCT ..... youn  
WTIC-TV ..... h. r. & p.

#### New Britain

WNBC ..... nbc spo

#### New Haven

WNHC-TV ..... bla

#### Waterbury

WATR-TV ..... mcgavre

### DISTRICT OF COLUMBIA

WMAL-TV ..... h  
WRC-TV ..... nbc spo  
WTOP-TV ..... cbs tv spo  
WTTG ..... p. g. w.

### FLORIDA

#### Daytana Beach

WESH-TV ..... avery-knod

#### Fart Myers

WINK-TV ..... walker-rawa

#### Jacksonville

WFQA-TV ..... p. g.  
WJXT ..... cbs tv spo

#### Miami

WCKT ..... nbc spo  
WPST-TV ..... pet  
WTVJ ..... p. g.

#### Orlanda

WDBO-TV ..... bla  
WLOF-TV ..... you



**onomo City**  
WJDM-TV ..... hollingbery

**ensocolo**  
WEAR-TV ..... hollingbery; blair

**t. Petersburg**  
WSUN-TV ..... v. r. & m.

**ollohossee**  
WCTV ..... blair

**ompo**  
WFLA-TV ..... blair  
WTVT ..... katz

**Vest Polm Beoch**  
WEAT-TV ..... weed  
WPTV ..... blair

**GEORGIA**

**Albony**  
WALB-TV ..... v. r. & m.

**Atlonto**  
WAGA-TV ..... katz  
WLW-A ..... crosley  
WSB-TV ..... petry

**Augusto**  
WJBF ..... hollingbery  
WRDW-TV ..... branham

**Columbus**  
WRBL-TV ..... hollingbery  
WTVM ..... young

**Mocon**  
WMAZ-TV ..... avery-knodel

**ovonnoh**  
WSAV-TV ..... blair  
WTOG-TV ..... avery-knodel

**IDAHO**

**Boise**  
KBOI-TV ..... p. g. w.  
KTVB ..... blair

**Idoho Folls**  
KID-TV ..... gill-perna

**Lewiston**  
KLEW-TV ..... hollingbery

**Nompo**  
KCIX-TV ..... weed

**Pocotello**  
KTLE ..... forjoe

**Twin Folls**  
KLIX-TV ..... gill-perna

**ILLINOIS**

**Chompoign**  
WCIA ..... hollingbery

**Chicago**  
WBBM-TV ..... cbs tv spot  
WBKB ..... blair  
WGN-TV ..... petry  
WNBQ ..... nbc spot

**Donville**  
WDAN-TV ..... everett-mckinney

**Decotur**  
WTVP ..... gill-perna

**Horrisburg**  
WSIL-TV ..... walker-rawalt

**Peorio**  
WEEK-TV ..... headley-reed  
WMBD-TV ..... p. g. w.  
WTVH ..... petry

**Quincy**  
WGEM-TV ..... young

**Rockford**  
WREX-TV ..... h-r  
WTVO ..... headley-reed

**Rock Island**  
WHBF-TV ..... avery-knodel

**Springfield**  
WTCS ..... young

**INDIANA**

**Bloomington**  
WTTV ..... meeker

**Evonsville**  
WFIE-TV ..... raymer  
WTVW ..... hollingbery

**Fort Woynce**  
WANE-TV ..... petry  
WKJG-TV ..... h-r  
WPTA ..... young

**Indionopolis**  
WFBM-TV ..... katz  
WISH-TV ..... bolling  
WLW-I ..... crosley

**Lofoyette**  
WFAM-TV ..... r. v. h.

**Muncie**  
WLBC-TV ..... holman

**South Bend**  
WNDU-TV ..... petry  
WSBT-TV ..... raymer  
WSJV-TV ..... h-r

**Terre Houte**  
WTHI-TV ..... bolling

**IOWA**

**Ames**  
WOL-TV ..... h-r

**Cedor Ropids**  
KCRG-TV ..... branham; weed  
WMT-TV ..... katz

**Davenport**  
WOC-TV ..... p. g. w.

**Des Moines**  
KRNT-TV ..... katz  
WHO-TV ..... p. g. w.

**Fort Dodge**  
KQTV ..... pearson

**Moson City**  
KGLO-TV ..... weed

**Ottumwo**  
KTVO ..... hollingbery

**Sioux City**  
KTIV ..... hollingbery  
KVTV ..... katz

**Waterloo**  
KWWL-TV ..... avery-knodel

**KANSAS**

**Ensign**  
KTVC ..... katz

**Groot Bend**  
KCKT-TV ..... bolling

**Hoys**  
KAYS-TV ..... katz

**Hutchinson**  
KTVH ..... blair

**Pittsburg**  
KOAM-TV ..... katz

**Topeka**  
WIBW-TV ..... avery-knodel

**Wichito**  
KAKE-TV ..... katz  
KARD-TV ..... petry

**KENTUCKY**

**Henderson**  
WEHT-TV ..... young

**Lexington**  
WKYT ..... young  
WLEX-TV ..... bolling

**Louisville**  
WAVE-TV ..... nbc spot  
WHAS-TV ..... h. r. & p.

**Poducoh**  
WPSD-TV ..... pearson

**LOUISIANA**

**Alexondrio**  
KALB-TV ..... weed

**Baton Rouge**  
WAFB-TV ..... blair  
WBRZ ..... hollingbery

**Lofoyette**  
KLFY-TV ..... o'connell

**Loke Chorles**  
KPLC-TV ..... weed  
KTAG-TV ..... pearson

**Monroe**  
KNOE-TV ..... h-r

**New Orleans**  
WDSU-TV ..... blair  
WVUE ..... weed  
WWL-TV ..... katz

**Shreveport**  
KSLA-TV ..... h. r. & p.  
KTBS-TV ..... petry

**MAINE**

**Bongor**  
WABI-TV ..... hollingbery  
WLBZ-TV ..... weed

**Polond Spring**  
WMTW-TV ..... h. r. & p.

**Portlond**  
WCSH-TV ..... weed  
WGAN-TV ..... avery-knodel

**Presque Isle**  
WAGM-TV ..... hollingbery

**MARYLAND**

**Baltimore**  
WBAL-TV ..... petry  
WJZ-TV ..... TvAR  
WMAR-TV ..... katz

**Solisbury**  
WBOC-TV ..... headley-reed

**MASSACHUSETTS**

**Boston**  
WBZ-TV ..... p. g. w.  
WHDH-TV ..... blair  
WNAO-TV ..... h-r

**Greenfield**  
WRLP ..... hollingbery

**Springfield—Holyoke**  
WHYN-TV ..... branham  
WWLP ..... hollingbery



# TV STATIONS & REPS

(continued from page 133)

Warcester  
WWOR ..... hollingbery

## MICHIGAN

Bay City  
WNEM-TV ..... petry

Cadillac  
WWTW ..... hollingbery

Chebaygan  
WTOM-TV ..... beckjorden

Detroit  
CKLW-TV ..... young  
WJBK-TV ..... katz  
WWJ-TV ..... p. g. w.  
WXYZ-TV ..... blair

Flint  
WJRT ..... h. r. & p.

Grand Rapids  
WOOD-TV ..... katz

Kalamazoo  
WKZO-TV ..... avery-knodel

Lansing  
WJIM-TV ..... p. g. w.

Onandaga  
WILX-TV ..... v. r. & m.

Marquette  
WDMJ-TV ..... weed

Saginaw  
WKNX-TV ..... gill-perna

Traverse City  
WPBN-TV ..... beckjorden

## MINNESOTA

Alexandria  
KCMT ..... avery-knodel

Austin  
KNMT ..... avery-knodel

Duluth  
KDAL-TV ..... avery-knodel

Minneapolis  
KMSP-TV ..... young  
WCCO-TV ..... p. g. w.  
WTCN-TV ..... katz

Rochester  
KROC-TV ..... meeker; beckjorden

St. Paul  
KSTP-TV ..... petry

## MISSISSIPPI

Calumbus  
WCBT-TV ..... everett-mckinney

Hattiesburg  
WDAM-TV ..... pearson

Jackson  
WJTV ..... katz  
WLBT ..... hollingbery

Meridian  
WTOK-TV ..... headley-reed

Tupela  
WTWV ..... masla

## MISSOURI

Cape Girardeau  
KFVS-TV ..... headley-reed

Calumbia  
KOMU-TV ..... h-r

Hannibal  
KHQA-TV ..... weed

Jeffersan City  
KRCG-TV ..... blair

Japlin  
KODE-TV ..... avery-knodel

Kansas City  
KCMO-TV ..... katz  
KMBC-TV ..... p. g. w.  
WDAF-TV ..... h. r. & p.

St. Joseph  
KFEQ-TV ..... blair

St. Louis  
KMOX-TV ..... cbs tv spot  
KPLR-TV ..... p. g. w.  
KSD-TV ..... nbc spot  
KTVI ..... blair

Sedalia  
KMOS-TV ..... pearson

Springfield  
KTTS-TV ..... weed  
KYTV ..... hollingbery

## MONTANA

Billings  
KGHL-TV ..... young  
KOOK-TV ..... gill-perna

Butte  
KXLF-TV ..... gill-perna

Glendive  
KXGN-TV ..... forjoe

Great Falls  
KFBB-TV ..... gill-perna  
KRTV ..... forjoe

Helena  
KXLI-TV ..... gill-perna

Kalispell  
KULR ..... cooke

Missaula  
KMSS-TV ..... forjoe

## NEBRASKA

Hastings  
KHAS-TV ..... weed

Kearney  
KHOL-TV ..... meeker

Lincoln  
KOLN-TV ..... avery-knodel

North Platte  
KNOP-TV ..... halman

Omaha  
KETV ..... h-r  
KMTV ..... petry  
WOW-TV ..... blair

## NEVADA

Hendersan  
KLRJ-TV ..... avery-knodel

Las Vegas  
KLAS-TV ..... weed  
KSHO-TV ..... forjoe

Rena  
KOLO-TV ..... headley-reed

## NEW HAMPSHIRE

Manchester  
WMUR-TV ..... weed

## NEW MEXICO

Albuquerque  
KGGM-TV ..... branham  
KOAT-TV ..... bolling  
KOB-TV ..... petry

Carlsbad  
KAVE-TV ..... branham

Clavis  
KICA-TV ..... branham

Raswell  
KSWB-TV ..... meeker

## NEW YORK

Albany  
WAST ..... v. r. & m.  
W-TEN ..... blair

Binghampton  
WINR-TV ..... everett-mckinney  
WNBZ-TV ..... blair

Buffalo  
WBEN-TV ..... h. r. & p.  
WGR-TV ..... petry  
WKBW-TV ..... avery-knodel

Carthage  
WCNY-TV ..... weed

New York City  
WABC-TV ..... blair  
WCBS-TV ..... cbs tv spot  
WNEW-TV ..... weed  
WNTA-TV ..... young  
WOR-TV ..... wor-tv  
WPIX ..... p. g. w.  
WRCA-TV ..... nbc spot

Plattsburgh  
WPTZ-TV ..... blair

Rochester  
WHBC-TV ..... everett-mckinney; bolling  
WROC-TV ..... petry  
WVET-TV ..... bolling; everett-mckinney

Schenectady  
WRGB ..... nbc spot

Syracuse  
WHEN-TV ..... katz  
WSYR-TV ..... h. r. & p.

Utica  
WKTV ..... h-r

## NORTH CAROLINA

Asheville  
WISE-TV ..... broadcast time sls.  
WLOS-TV ..... p. g. w.

Charlotte  
WBTV ..... cbs tv spot  
WSOC-TV ..... h-r

Durham  
WTVD ..... petry

Greensboro  
WFMY-TV ..... h. r. & p.

Greenville  
WNCT ..... hollingbery

Raleigh  
WRAL-TV ..... h-r

Washington  
WITN ..... headley-reed

Wilmington  
WECT ..... weed

Winston-Salem  
WSJS-TV ..... headley-reed



NORTH DAKOTA

<b>Bismarck</b>		
KBMB-TV	weed	
KFYR-TV	blair	
<b>Dickinson</b>		
KDIX-TV	holman	
<b>Forgo</b>		
WDAY-TV	p. g. w.	
<b>Grand Forks</b>		
KNOX-TV	r. v. h.	
<b>Minot</b>		
KXMC-TV	weed	
<b>Valley City</b>		
KXJB-TV	weed	

OHIO

<b>Akron</b>		
WAKR-TV	mcgavren	
<b>Cincinnati</b>		
WCPO-TV	blair	
WKRC-TV	katz	
WLW-TV	crosley	
<b>Cleveland</b>		
KYW-TV	TvAR	
WEWS	blair	
WJW-TV	katz	
<b>Columbus</b>		
WBNS-TV	blair	
WLW-TV	crosley	
WTVN-TV	katz	
<b>Dayton</b>		
WHIO-TV	hollingbery	
WLW-D	crosley	
<b>Lima</b>		
WIMA-TV	beckjorden	
<b>Steubenville</b>		
WSTV	avery-knodel	
<b>Toledo</b>		
WSPD-TV	katz	
WTOL-TV	h-r	
<b>Youngstown</b>		
WFMY-TV	headley-reed	
WKBN-TV	raymer	
<b>Zanesville</b>		
WHIZ-TV	pearson	

OKLAHOMA

<b>Ada</b>		
KTEN	v. r. & m.	
<b>Ardmore</b>		
KXII	pearson	
<b>Enid</b>		
KOCO-TV	blair	
<b>Lawton</b>		
KSWO-TV	pearson	
<b>Oklohomo City</b>		
KWTV	petry	
WKY-TV	katz	
<b>Tulsa</b>		
KOTV	petry	
KTUL-TV	avery-knodel	
KVOO-TV	blair	

OREGON

<b>Eugene</b>		
KVAL-TV	hollingbery	
<b>Klomoth Folls</b>		
KOTI	hollingbery	

<b>Medford</b>		
KBES-TV	hollingbery	
<b>Portland</b>		
KGW-TV	blair	
KOLN-TV	cbs tv spot	
KPTV	katz	
<b>Roseburg</b>		
KPIC-TV	hollingbery	

PENNSYLVANIA

<b>Altoono</b>		
WFBG-TV	blair	
<b>Erie</b>		
WICU-TV	blair	
WSEE-TV	young	
<b>Harrisburg</b>		
WHP-TV	boling	
WTPA	h. r. & p.	
<b>Johnstown</b>		
WARD-TV	weed	
WJAC-TV	h. r. & p.	
<b>Lancoster</b>		
WGAL-TV	meeker	
<b>Lebonon</b>		
WLYH-TV	blair	
<b>Lock Hoven</b>		
WBPZ-TV	devney	
<b>New Costle</b>		
WKST-TV	weed	
<b>Philadelphia</b>		
WCAU-TV	cbs tv spot	
WFIL-TV	blair	
WRCV-TV	nbc spot	
<b>Pittsburgh</b>		
KDKA-TV	TvAR	
WHIC	blair	
WTAE	katz	
<b>Scranton</b>		
WDAU-TV	h-r	
<b>Wilkes-Barre</b>		
WBRE-TV	headley-reed	
WNEP-TV	avery-knodel; petry	
<b>York</b>		
WSBA-TV	masla	

RHODE ISLAND

<b>Providence</b>		
WJAR-TV	petry	
WPRO-TV	blair	

SOUTH CAROLINA

<b>Anderson</b>		
WAIM-TV	devney; headley-reed	
<b>Chorleston</b>		
WCSC-TV	p. g. w.	
WUSN-TV	select	
<b>Columbio</b>		
WIS-TV	p. g. w.	
WNOK-TV	raymer	
<b>Florence</b>		
WBTW	cbs tv spot	
<b>Greenville</b>		
WFBC-TV	weed	
<b>Sportonburg</b>		
WSPA-TV	hollingbery	

SOUTH DAKOTA

<b>Aberdeen</b>		
KNAB-TV	weed	

LOOSE  
END?

If you haven't tied up the biggest TV coverage in Oklahoma's richest market, your Advertising Campaign has a loose end!

Tie up that loose end with KOCO-TV's perfect advertising package . . . the greatest coverage in Oklahoma at the lowest cost per thousand!

KOCO-TV CHANNEL  
a 5  
abc  
OKLAHOMA CITY

Charlie Keys, General Manager

BLAIR TELEVISION ASSOCIATES  
National Representatives



## TV STATIONS & REPS

(continued from page 135)

**Florence**  
KDLO-TV ..... h-r

**Rapid City**  
KOTA-TV ..... headley-reed  
KRSD-TV ..... meeker

**Reliance**  
KPLO-TV ..... h-r

**Siaux Falls**  
KELO-TV ..... beckjorden

## TENNESSEE

**Chattanooga**  
WDEF-TV ..... branham  
WRGP-TV ..... h-r  
WTVG ..... young

**Jackson**  
WDXI-TV ..... v. r. & m.

**Jahnsen City**  
WJHL-TV ..... peason

**Knoxville**  
WATE-TV ..... avery-knodel  
WBIR-TV ..... katz  
WTVK ..... pearson

**Memphis**  
WHBQ-TV ..... h-r  
WNCT ..... blair  
WREC-TV ..... katz

**Nashville**  
WLAC-TV ..... katz  
WSIX-TV ..... h-r  
WSM-TV ..... petry

## TEXAS

**Abilene**  
KRBC-TV ..... raymer

**Amarilla**  
KFDA-TV ..... blair  
KGNC-TV ..... katz  
KVII-TV ..... bolling

**Austin**  
KTBC-TV ..... raymer

**Beaumont**  
KFDM-TV ..... p. g. w.

**Big Spring**  
KEDY-TV ..... branham

**Bryan**  
KBTX-TV ..... raymer

**Carpus Christi**  
KRIS-TV ..... p. g. w.  
KZTV ..... branham

**Dallas**  
KRLD-TV ..... branham  
WFAA-TV ..... petry

**El Paso (Ciudad Juarez, Mex.)**  
KELP-TV ..... young  
KROD-TV ..... branham  
KTSM-TV ..... hollingbery  
XEJ-TV ..... national time sls.

**Fart Warth**  
KFJZ-TV ..... blair  
WBAP-TV ..... p. g. w.

**Harlingen**  
KGBT-TV ..... h-r

**Houston**  
KHOU-TV ..... cbs tv spot  
KPRC-TV ..... petry  
KTRK-TV ..... hollingbery

**Lareda**  
KGNS-TV ..... v. r. & m.

**Lubbock**  
KCBD-TV ..... raymer  
KDUB-TV ..... branham

**Lufkin**  
KTRE-TV ..... v. r. & m.

**Midland**  
KMID-TV ..... v. r. & m.

**Manahans**  
KVKM-TV ..... everett-mckinney

**Odessa**  
KOSA-TV ..... bolling

**Part Arthur**  
KPAC-TV ..... raymer; headley-reed

**San Angela**  
KCTV ..... v. r. & m.

**San Antonio**  
KCOR-TV ..... o'connell  
KENS-TV ..... p. g. w.  
KONO-TV ..... katz  
WOAI-TV ..... petry

**Sweetwater**  
KPAR-TV ..... branham

**Temple**  
KCEN-TV ..... blair

**Texarkana**  
KCMC-TV ..... v. r. & m.

**Tyler**  
KLTU ..... h-r

**Waca**  
KWTX-TV ..... raymer

**Weslaco**  
KRGV-TV ..... raymer

**Wichita Falls**  
KFDX-TV ..... raymer  
KSYD-TV ..... blair

## UTAH

**Prava**  
KLOR-TV ..... raymer

**Salt Lake City**  
KSL-TV ..... cbs tv spot  
KTVT ..... katz  
KUTV ..... avery-knodel

## VERMONT

**Burlington**  
WCAX-TV ..... weed

## VIRGINIA

**Bristol**  
WCYB-TV ..... weed; headley-reed

**Hampton**  
WVEC-TV ..... avery-knodel

**Harrisonburg**  
WSVA-TV ..... petry

**Lynchburg**  
WLVA-TV ..... hollingbery

**Narfolk**  
WTAR-TV ..... petry

**Partsmouth**  
WAVY-TV ..... h-r  
WTOV-TV ..... mcgavren

**Richmand**  
WRVA-TV ..... h. r. & p.  
WTVR ..... blair  
WXEX-TV (Petersburg) ..... select; mcgavren

**Raanake**  
WDBJ-TV ..... p. g. w.  
WSLS-TV ..... blair

## WASHINGTON

**Bellingham**  
KVOS-TV ..... forjoe

**Ephrata**  
KBAS-TV ..... hollingbery

**Pasca**  
KEPR-TV ..... hollingbery

**Seattle**  
KING-TV ..... blair  
KIRO-TV ..... p. g. w.  
KOMO-TV ..... katz

**Spokane**  
KHQ-TV ..... katz  
KREM-TV ..... petry  
KNLY-TV ..... h-r

**Tacama**  
KTNT-TV ..... weed  
KTVW ..... hollingbery

**Yakima**  
KIMA-TV ..... hollingbery

## WEST VIRGINIA

**Bluefield**  
WHIS-TV ..... katz

**Charleston**  
WCHS-TV ..... branham

**Clarksburg**  
WBOY-TV ..... avery-knodel

**Fairmant**  
WJPB-TV ..... gill-perna

**Huntington**  
WHTN-TV ..... petry  
WSAZ-TV ..... katz

**Oak Hill**  
WOAY-TV ..... pearson

**Parkersburg**  
WTAP ..... pearson

**Wheeling**  
WTRF-TV ..... hollingbery

## WISCONSIN

**Eau Claire**  
WEAU-TV ..... hollingbery

**Green Bay**  
WBAY-TV ..... weed; katz  
WFRV ..... headley-reed

**La Crasse**  
WKBT ..... h-r

**Madison**  
WISC-TV ..... p. g. w.  
WKOW-TV ..... headley-reed  
WMTV ..... weed

**Marinette**  
WMBV-TV ..... hollingbery

**Milwaukee**  
WISN-TV ..... petry  
WTMJ-TV ..... h. r. & p.

**Superior**  
WDSM-TV ..... p. g. w.

**Wausau**  
WSAU-TV ..... meeker

**Whitefish Bay**  
WITI-TV ..... blair

## WYOMING

**Casper**  
KSPR-TV ..... walker-rawalt  
KTWO-TV ..... meeker

**Cheyenne**  
KFBC-TV ..... hollingbery

**Riverton**  
KWRB-TV ..... gill-perna



# U. S. HOMES WITH TELEVISION, BY COUNTY, 1959

Nielsen estimates of number, percent of tv homes are updated from 1958

**B**elow are Nielsen's estimates of the number and percent of tv homes in each U.S. county as of this Spring.

The figures are updated from those of Spring 1958. The latter were put out under the auspices of Nielsen—which at that time supplied data gathered for NCS No. 3—and the Advertising Research Foundation.

Unlike last year's county totals, based on field work by both Nielsen and the Census Bureau, the Spring 1959 data are "practical estimates" based on average growth rates for counties of similar characteristics. In listing the data Nielsen applied saturation percentages against total homes figures supplied by *Sales Management*.

In explaining the method of making the estimates, the

research firm said. "Growth in tv ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of tv. county by county."

The Nielsen totals show a U.S. tv saturation figure of 86%, representing 44 million tv households out of a total of 51,350,000 U.S. households. On a state basis, the saturation ranges from a low of 58% in Wyoming to a high of 92% in Connecticut, Massachusetts, Rhode Island, New Jersey and Ohio.

A dozen states registered a 90%-or-above tv household figure. These are primarily in the northeastern sector of the United States.

## NIELSEN TV HOME TOTALS BY COUNTIES AS OF SPRING, 1959

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
<b>ALABAMA</b>	<b>831,700</b>	<b>74</b>	<b>616,560</b>
ALTAUGA	4,100	54	2,210
BALDWIN	12,000	80	9,570
BARBOR	6,400	52	3,320
BIBB	3,700	62	2,280
BLOUNT	6,500	73	4,770
BULLOCK	3,500	57	1,980
BUTLER	6,300	58	3,660
CALHOUN	24,900	78	19,370
CHAMBERS	9,600	67	6,420
CHEROKEE	3,600	68	2,460
CHILTON	6,300	63	3,980
CHOCTAW	4,100	51	2,110
CLARKE	6,000	53	3,200
CLAY	3,000	59	1,770
CLEBURNE	2,700	68	1,840
COFFEE	7,200	57	4,120
COLBERT	12,000	55	6,540
CONECUH	4,200	54	2,250
COOSA	2,500	59	1,480
COVINGTON	9,100	57	5,190
CRENSHAW	4,300	60	2,600
CULLMAN	10,800	86	9,270
DALE	5,200	58	3,040
DALLAS	14,800	63	9,370
DE KALB	10,900	61	6,680
ELMORE	7,400	66	4,890
ESCAMBIA	7,400	66	4,900
ETOWAH	28,600	77	22,100
FAYETTE	4,000	60	2,400
FRANKLIN	5,900	60	3,530
GENEVA	5,800	51	2,930
GREENE	3,300	49	1,630
HALE	4,600	50	2,290
HENRY	3,600	54	1,960
HOUSTON	13,800	68	9,360
JACKSON	8,500	63	5,340
JEFFERSON	180,000	89	159,700
LAMAR	3,400	64	2,160
LAUDERDALE	16,400	55	9,070
LAWRENCE	6,000	62	3,710
LEE	11,300	66	7,410
LIMESTONE	8,400	63	5,320
LOWNDES	3,400	54	1,830
MACON	6,200	60	3,690
MADISON	23,200	64	14,890
MARENGO	6,700	55	3,680
MARION	5,800	56	3,270
MARSHALL	12,100	67	8,160
MOBILE	77,600	87	67,430
MONROE	5,300	51	2,720
MONTGOMERY	46,100	85	39,330
MORGAN	15,000	76	11,470

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
PERRY	4,000	62	2,470
PICKENS	5,000	55	2,760
PIKE	7,100	60	4,270
RANDOLPH	4,900	62	3,020
RUSSELL	11,000	71	7,850
ST. CLAIR	6,200	73	4,550
STELBY	7,700	85	6,520
SUMTER	5,100	55	2,800
TALLADEGA	17,400	79	13,720
TALLAPOOSA	8,900	66	5,910
TUSCALOOSA	24,800	78	19,310
WALKER	14,500	86	12,540
WASHINGTON	3,400	51	1,740
WILCOX	4,700	51	2,410
WINSTON	3,500	58	2,040
<b>ARIZONA</b>	<b>331,900</b>	<b>81</b>	<b>270,070</b>
APACHE	6,000	43	2,580
COCHISE	12,900	59	7,560
COCONINO	8,900	50	4,410
GILA	7,700	63	4,880
GRAHAM	3,300	55	1,830
GREENLEE	3,500	55	1,940
MARICOPA	164,100	90	147,450
MOHAVE	2,400	43	1,030
NAVAJO	8,600	43	3,740
PIMA	73,700	89	65,500
PINAL	16,500	85	13,960
SANTA CRUZ	3,200	58	1,870
YAVAPAI	7,100	50	3,560
YUMA	13,700	71	9,760
<b>ARKANSAS</b>	<b>485,800</b>	<b>69</b>	<b>337,020</b>
ARKANSAS	6,800	72	4,880
ASHLEY	5,100	63	3,230
BAXTER	2,000	50	990
BENTON	9,900	60	5,980
BOONE	3,900	60	2,350
BRADLEY	3,300	60	1,980
CALHOUN	1,300	60	780
CARROLL	3,100	56	1,740
CHICOT	5,300	63	3,350
CLARK	5,200	64	3,320
CLAY	5,100	61	3,270
CLEBURNE	1,900	50	950
CLEVELAND	1,500	60	900
COLUMBIA	6,800	63	4,290
CONWAY	3,500	61	2,230
CRAIGHEAD	12,500	79	9,880
CRAWFORD	5,800	58	3,380
CRITTENDEN	12,900	75	9,680
CROSS	5,700	67	3,820
DALLAS	2,900	61	1,860

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
DESHA	5,900	59	3,470
DREW	3,600	62	2,220
FAULKNER	5,800	66	3,810
FRANKLIN	2,300	57	1,300
FULTON	1,500	58	870
GARLAND	15,600	75	11,750
GRANT	2,200	62	1,360
GREENE	6,500	60	3,930
HEMPSTEAD	5,400	59	3,170
HOT SPRING	6,400	62	3,970
HOWARD	2,300	68	1,560
INDEPENDENCE	5,300	64	3,380
IZARD	1,400	50	700
JACKSON	7,300	64	4,650
JEFFERSON	24,500	71	17,440
JOHNSON	3,500	57	2,010
LAFAYETTE	2,700	59	1,590
LAWRENCE	4,000	66	2,640
LEE	6,000	66	3,930
LINCOLN	2,800	61	1,720
LITTLE RIVER	2,400	68	1,620
LOGAN	3,700	56	2,090
LONOKE	6,000	72	4,320
MADISON	2,000	56	1,120
MARION	1,200	54	650
MILLER	9,400	8	7,830
MISSISSIPPI	17,600	77	13,480
MONROE	4,600	66	3,020
MONTGOMERY	1,200	59	710
NEVADA	2,700	64	1,730
NEWTON	1,300	56	730
OUACHITA	9,300	64	5,980
PERRY	900	69	620
PHILLIPS	12,900	67	8,650
PIKE	1,700	58	990
POINSETT	7,500	76	5,670
POLK	3,000	58	1,750
POPE	5,100	57	2,920
PRAIRIE	2,700	72	1,940
PULASKI	78,400	80	62,940
RANDOLPH	2,800	58	1,610
ST. FRANCIS	9,000	71	6,400
SALINE	6,600	68	4,490
SCOTT	1,400	56	790
SEARCY	2,300	53	1,220
SEBASTIAN	18,300	83	15,160
SEVIER	2,000	68	1,350
SHARP	1,500	50	750
STONE	1,300	50	650
UNION	14,800	70	10,430
VAN BUREN	1,600	63	1,010
WASHINGTON	14,900	65	9,730
WHITE	9,500	67	6,350
WOODRUFF	3,600	67	2,410
YELL	2,800	56	1,580



# TV SET COUNT (continued from page 137)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
<b>CALIFORNIA</b>	<b>4,929,000</b>	<b>89</b>	<b>4,368,640</b>
ALAMEDA	305,500	89	271,040
ALPINE	100	60	60
AMADOR	2,900	69	1,990
BUTTE	25,600	79	20,280
CALAVERAS	3,100	69	2,140
COLUSA	3,300	69	2,290
CONTRA COSTA	112,100	90	100,980
DEL NORTE	5,900	59	3,480
ELDORADO	7,000	69	4,820
FRESNO	104,600	85	89,210
GLENN	4,700	69	3,250
HUMBOLDT	30,800	83	25,460
IMPERIAL	19,100	72	13,820
INYO	4,100	52	2,150
KERN	84,700	87	73,370
KINGS	14,000	88	12,340
LAKE	4,100	69	2,840
LASSEN	4,700	54	2,550
LOS ANGELES	2,040,100	91	1,866,460
MADERA	11,500	87	10,020

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MARIN	41,300	87	36,030
MARIPOSA	1,300	69	900
MENDOCINO	15,900	63	10,050
MERCED	25,300	82	20,620
MODOC	2,600	54	1,410
MONO	700	69	480
MONTEREY	57,000	85	48,660
NAPA	19,200	70	13,350
NEVADA	6,000	66	3,940
ORANGE	214,100	91	194,620
PLACER	15,400	81	12,490
PLUMAS	3,500	69	2,400
RIVERSIDE	91,700	84	76,800
SACRAMENTO	143,000	88	126,140
SAN BENITO	4,300	75	3,210
SAN BERNARDINO	153,400	88	134,260
SAN DIEGO	281,300	90	253,850
SAN FRANCISCO	284,300	89	253,850
SAN JOAQUIN	74,500	87	64,950
SAN LUIS OBISPO	22,400	75	16,810
SAN MATEO	129,000	91	117,260
SANTA BARBARA	47,500	85	40,370

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SANTA CLARA	176,800	88	156,290
SANTA CRUZ	28,400	85	24,220
SHASTA	17,100	67	11,410
SIERRA	600	65	390
SISKIYOU	9,300	61	5,660
SOLANO	35,900	87	31,250
SONOMA	48,200	85	40,900
STANISLAUS	46,500	82	38,330
SUTTER	9,700	71	6,850
TEHAMA	7,200	73	5,250
TRINITY	3,400	73	2,480
TULARE	44,000	86	37,920
TUOLUMNE	4,200	69	2,890
VENTURA	51,700	90	46,450
YOLO	17,200	73	12,530
YUBA	7,200	67	4,820

## COLORADO

	<b>511,900</b>	<b>81</b>	<b>412,690</b>
ADAMS	19,200	93	17,920
ALAMOSA	2,900	44	1,290
ARAPAHOE	27,700	88	24,430
ARCHULETA	700	50	350
BACA	2,400	48	1,150
BENT	2,300	48	1,100
BOULDER	17,800	89	15,820
CHAFFEE	2,400	60	1,450
CHEYENNE	1,100	47	520
CLEAR CREEK	1,000	68	680
CONEJOS	2,500	44	1,110
COSTILLA	1,200	51	610
CROWLEY	1,300	68	890
CUSTER	400	63	250
DELTA	5,500	58	3,210
DENVER	173,600	92	159,020
DOLORES	500	52	260
DOUGLAS	1,100	64	700
EAGLE	1,300	57	740
ELBERT	1,100	63	690
EL PASO	35,900	82	29,350
FREMONT	5,500	64	3,510
GARFIELD	3,800	42	1,600
GILPIN	200	70	140
GRAND	1,300	57	740
GUNNISON	1,700	44	750
HINSDALE	100	50	50
HUERFANO	2,900	51	1,470
JACKSON	700	57	400
JEFFERSON	29,400	91	26,620
KIOWA	800	48	380
KIT CARSON	2,500	47	1,180
LAKE	2,500	61	1,520
LA PLATA	5,300	51	2,710
LARIMER	15,700	86	13,450
LAS ANIMAS	7,700	51	3,930
LINCOLN	1,800	63	1,130
LOGAN	6,200	73	4,510
MESA	15,900	72	11,520
MINERAL	200	50	100
MOFFAT	2,000	45	890
MONTEZUMA	3,400	51	1,740
MONTROSE	5,000	56	2,820
MORGAN	6,400	75	4,830
OTERO	8,000	68	5,450
OURAY	700	57	400
PARK	500	60	300
PHILLIPS	1,300	48	630
PITKIN	700	44	310
PROWERS	4,400	48	2,120
PUEBLO	33,000	82	26,980
RIO BLANCO	1,600	42	670
RIO GRANDE	3,100	45	1,380
ROUTT	2,700	44	1,200
SAGUACHE	1,400	45	630
SAN JUAN	400	53	210
SAN MIGUEL	800	58	460
SEDGWICK	1,500	49	730
SUMMIT	400	58	230
TELLER	900	61	550
WASHINGTON	2,300	70	1,610
WELD	21,900	90	19,650
YUMA	3,400	49	1,650

## CONNECTICUT

	<b>699,900</b>	<b>92</b>	<b>642,330</b>
FAIRFIELD	179,700	92	165,020
HARTFORD	189,100	92	173,350
LITCHFIELD	34,600	92	31,760
MIDDLESEX	22,800	92	20,920
NEW HAVEN	185,700	92	170,830
NEW LONDON	50,400	91	46,040
TOLLAND	16,200	91	14,820
WINDHAM	21,400	92	19,590

## DELAWARE

	<b>128,700</b>	<b>91</b>	<b>117,290</b>
KENT	19,600	90	17,620
NEW CASTLE	84,200	92	77,210
SUSSEX	24,900	90	22,460

## DIST. OF COLUMBIA

	<b>241,600</b>	<b>91</b>	<b>219,640</b>
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**Channel 12**  
Jacksonville, Florida  
FLORIDA'S COLORFUL STATION



STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
<b>FLORIDA</b>			
	<b>1,344,700</b>	<b>80</b>	<b>1,074,160</b>
ALACHUA	18,100	66	11,980
BAKER	1,400	78	1,090
BAY	16,700	71	12,430
BRADFORD	2,900	78	2,250
BREVARD	26,200	71	18,590
BROWARD	92,000	89	81,840
CALHOUN	1,800	59	1,070
CHARLOTTE	2,000	70	1,390
CITRI'S	1,700	55	940
CLAY	4,600	76	3,480
COLLIER	4,600	70	3,220
COLUMBIA	5,200	62	3,220
DADE	271,500	90	243,050
DE SOTO	2,500	56	1,400
DIXIE	900	59	530
DUVAL	125,200	86	107,680
ESCAMBIA	44,700	81	36,010
FLAGLER	1,400	71	990
FRANKLIN	1,500	43	650
GADSDEN	8,700	56	4,910
GILCHRIST	600	60	360
GLADES	700	61	430
GULF	2,700	60	1,610
HAMILTON	2,200	62	1,360
HARDEE	3,500	56	1,960
HENDRY	1,800	61	1,090
HERNANDO	2,600	56	1,450
HIGHLANDS	5,200	60	3,140
HILLSBOROUGH	116,100	87	100,510
HOLMES	2,800	54	1,520
INDIAN RIVER	5,600	58	3,270
JACKSON	8,700	55	4,780
JEFFERSON	2,400	54	1,290
LAFAYETTE	700	60	420
LAKE	14,300	71	10,130
LEE	12,200	70	8,490
LEON	16,000	53	8,440
LEVY	2,500	56	1,390
LIBERTY	700	41	290
MADISON	3,400	51	1,850
MANATEE	16,600	78	12,950
MARION	14,000	64	8,900
MARTIN	4,100	59	2,400
MONBOE	16,000	73	11,680
NASSAU	4,000	79	3,160
OKALOOSA	15,900	67	10,640
OKEECHOBEE	1,200	67	800
ORANGE	76,800	84	64,710
OSCEOLA	5,100	66	3,360
PALM BEACH	67,300	84	56,730
PASCO	8,900	59	5,250
PINELLAS	102,400	83	85,380
POLK	54,500	76	41,670
PUTNAM	9,500	71	6,700
ST. JOHNS	9,800	75	7,390
ST. LUCIE	8,800	59	5,160
SANTA ROSA	5,900	67	3,950
SARASOTA	20,300	64	12,920
SEMINOLE	11,500	63	7,200
SUMTER	3,000	59	1,760
SUWANNEE	3,700	62	2,280
TAYLOR	3,600	54	1,950
UNION	900	78	700
VOLUSIA	35,100	63	22,230
WAKULLA	1,200	44	530
WALTON	3,700	54	2,000
WASHINGTON	2,600	48	1,260

<b>GEORGIA</b>			
	<b>1,011,600</b>	<b>77</b>	<b>780,990</b>
APPLING	3,000	54	1,610
ATKINSON	1,700	54	920
BACON	2,200	72	1,580
BAKER	1,100	54	590
BALDWIN	5,600	59	3,330
BANKS	1,400	73	1,020
BARROW	3,400	74	2,510
BARTOW	7,100	87	6,210
BEN HILL	3,800	54	2,040
BERRIEN	3,000	55	1,640
RIBB	40,000	77	30,930
BLECKLEY	2,100	64	1,340
BRANTLEY	1,400	56	780
BROOKS	3,500	46	1,600
BRYAN	1,400	61	860
BULLOCH	5,800	58	3,370
BURKE	5,300	58	3,060
BUTTS	2,200	79	1,740
CALHOUN	2,000	55	1,090
CAMDEN	2,500	70	1,760
CANDLER	1,800	57	1,020
CARROLL	8,400	86	7,210
CATOOSA	4,600	79	3,620
CHARLTON	1,100	71	780
CHATHAM	53,100	85	45,200
CHATTAHOOCHEE	2,700	73	1,970
CHATTOOGA	5,400	77	4,170
CHEROKEE	5,200	82	4,250
CLARKE	11,400	75	8,560
CLAY	1,300	60	780

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
CLAYTON	9,000	89	8,030
CLINCH	1,500	58	870
COBB	27,100	91	24,980
COFFEY	6,200	55	3,380
COLQUITT	9,400	62	5,820
COLUMBIA	2,200	78	1,710
COOK	2,900	46	1,320
COWETA	7,900	75	5,910
CRAWFORD	1,200	65	780
CRIST	4,700	64	3,010
DADE	1,700	77	1,310
DAWSON	700	80	560
DECATUR	7,400	51	3,760
DE KALB	59,500	90	53,690
DODGE	3,700	61	2,370
DOOLY	3,000	61	1,920
DOUGHERTY	16,800	76	12,730
DOUGLAS	3,100	86	2,680
EARLY	4,000	51	2,030
ECHOLS	500	58	290
EFFINGHAM	2,200	58	1,280
ELBERT	4,200	73	3,070
EMANUEL	4,100	52	2,140
EVANS	1,400	61	860
FANNIN	3,500	61	2,130
FAYETTE	1,900	89	1,700
FLOYD	19,000	80	15,270
FORSYTH	2,700	81	2,200
FRANKLIN	3,000	73	2,180
FULTON	159,700	90	143,470
GILMER	2,200	79	1,730
GLASCOCK	600	70	420
GLYNN	11,800	73	8,590
GORDON	4,700	79	3,700
GRADY	4,600	51	2,330
GREENE	2,900	62	1,790
GWINNETT	8,500	79	6,710
HABERSHAM	4,200	70	2,920
HALL	12,200	90	10,950
HANCOCK	2,100	60	1,250
HARALSON	3,700	86	3,200
HARRIS	2,700	70	1,890
HART	3,200	73	2,350
HEARD	1,500	75	1,130
HENRY	3,800	85	3,230
HOUSTON	7,000	77	5,370
IRWIN	2,300	54	1,250
JACKSON	4,200	74	3,100
JASPER	1,600	73	1,160
JEFF DAVIS	2,400	53	1,280
JEFFERSON	4,200	70	2,920
JENKINS	2,300	58	1,330
JOHNSON	2,100	56	1,170
JONES	1,600	59	950
LANIER	2,400	79	1,900
LANIER	1,300	58	750
LAURENS	7,600	71	5,390
LEE	1,400	61	860
LIBERTY	2,200	62	1,360
LINCOLN	1,300	72	930
LONG	900	54	490
LOWNDES	12,800	59	7,580
LUMPKIN	1,500	61	910
McDUFFIE	3,000	77	2,320
McINTOSH	1,600	62	990
MACON	3,100	64	1,990
MADISON	2,500	73	1,820
MARION	1,400	61	900
MERIWETHER	5,100	72	3,670
MILLER	2,000	51	1,010
MITCHELL	5,200	51	2,640
MONROE	2,500	79	1,980
MONTGOMERY	1,600	53	840
MORGAN	2,500	72	1,800
MURRAY	2,500	79	1,970
MUSCOGEE	43,800	89	39,120
NEWTON	5,000	85	4,260
OCONEE	1,600	73	1,160
OGLETHORPE	2,100	62	1,300
PAULDING	2,700	86	2,330
PEACH	3,000	64	1,930
PICKENS	2,100	81	1,710
PIEBCE	2,100	55	1,330
PIKE	1,800	72	1,300
POLK	8,300	86	7,170
PULASKI	2,000	61	1,280
PUTNAM	1,600	59	950
QUITMAN	700	61	430
RABUN	1,700	70	1,190
RANDOLPH	2,800	60	1,680
RICHMOND	44,400	82	36,400
ROCKDALE	2,200	85	1,880
SCHLEY	800	65	520
SCREVEN	4,100	58	2,360
SEMINOLE	1,900	51	970
SPALDING	8,900	90	8,050
STEPHENS	5,000	70	3,490
STEWART	2,100	64	1,350
SUNTER	6,200	62	3,840
TALBOT	1,800	70	1,260
TALIAFERRO	900	71	640
TATTNALL	3,400	56	1,920
TAYLOR	2,100	64	1,350
TELFAR	2,600	54	1,400

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## TV SET COUNT (continued from page 139)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
TERRELL	2,900	62	1,800
THOMAS	9,600	62	5,940
TIFT	6,700	55	3,670
TOOMBS	4,200	56	2,370
TOWNS	1,000	61	610
TREITLEN	1,400	52	730
TROUP	11,800	79	11,750
TURNER	2,500	55	1,370
TWIGGS	1,700	56	950
UNION	1,700	61	1,030
UPSON	7,100	70	4,960
WALKER	12,000	78	9,320
WALTON	4,900	72	3,510
WARE	9,100	71	6,720
WARREN	2,000	70	1,400
WASHINGTON	4,500	56	2,510
WAYNE	3,500	54	1,890
WEBSTER	800	65	520
WHEELER	1,400	54	760
WHITE	1,400	60	840
WHITFIELD	10,500	88	9,240
WILCOX	2,000	64	1,280
WILKES	2,700	71	1,920
WILKINSON	2,200	56	1,230
WORTH	4,200	55	2,290

### IDAHO

	184,300	75	137,360
ADA	25,900	88	22,770
ADAMS	900	61	550
BANNOCK	12,700	80	10,110
BEAR LAKE	1,700	65	1,110
BENEAH	1,400	84	1,170
BINGHAM	7,200	78	5,580
BLAINE	1,400	64	890
BOISE	600	67	400
BONNER	4,300	81	3,500
BONNEVILLE	11,100	86	9,500
BOUNDARY	1,600	81	1,290
BUTTE	800	64	510
CAMAS	300	63	190
CANYON	18,200	74	13,500
CARIBOU	2,200	65	1,440
CASSIA	3,900	65	2,520
CLARK	200	80	160
CLEARWATER	2,100	73	1,530
CUSTER	900	49	440
ELMORE	2,000	75	2,180
FRANKLIN	2,400	65	1,560
FREMONT	2,200	80	1,770
GEM	2,100	67	1,600
GOODING	3,200	64	2,060
IDAHO	3,100	57	1,760
JEFFERSON	2,500	80	2,010
JEROME	3,600	64	2,320
KOOTENAI	9,000	84	7,520
LATAH	7,000	67	4,690
LEMHI	1,800	48	860
LEWIS	1,200	67	800
LINCOLN	1,100	65	710
MADISON	2,300	81	1,860
MINIDOKA	2,300	65	1,490
NEZ PERCE	7,500	67	5,010
ONEIDA	900	64	580
OWYHEE	1,700	75	1,280
PAYETTE	3,700	66	2,460
POWER	800	65	520
SILOSHONE	6,700	70	4,690
TETON	700	80	560
TWIN FALLS	14,100	67	9,440
VALLEY	1,100	62	680
WASHINGTON	2,700	66	1,790

### ILLINOIS

	3,040,500	91	2,760,050
ADAMS	21,200	92	19,420
ALEXANDER	6,700	80	5,340
BOND	3,900	90	3,500
BOONE	5,500	82	4,570
BROWN	2,200	88	1,940
BUREAU	13,400	90	12,050
CALHOUN	2,000	89	1,770
CARROLL	6,200	87	5,380
CASS	4,000	88	3,510
CHAMPAIGN	33,300	90	30,010
CHRISTIAN	12,500	89	11,070
CLARK	5,500	88	4,590
CLAY	5,600	74	4,140
CLINTON	6,300	90	5,660
COLES	13,600	86	11,640
COOK	1,575,200	92	1,455,480
CRAWFORD	6,800	81	5,690
CUMBERLAND	2,900	83	2,420
DE KALB	15,900	92	14,590
DE WITT	5,600	85	4,770
DOUGLAS	5,700	84	4,780
DU PAGE	77,800	93	72,030
EDGAR	7,700	84	6,450
EDWARDS	2,800	75	2,110
EFFINGHAM	6,600	84	5,570
FAYETTE	7,100	84	5,990

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
FORD	4,900	88	4,330
FRANKLIN	14,300	80	11,410
FULTON	15,700	90	14,130
GALLATIN	2,200	71	1,620
GREENE	6,000	88	5,270
GRUNDY	7,800	91	7,070
HAMILTON	3,500	73	2,570
HANCOCK	8,800	86	7,540
HARDIN	1,900	75	1,430
HENDERSON	2,400	90	2,160
HENRY	15,800	93	14,680
IROQUOIS	10,600	85	8,980
JACKSON	12,500	86	10,770
JASPER	4,100	84	3,430
JEFFERSON	11,500	83	9,490
JERSEY	4,800	88	4,220
JO DAVIESS	6,500	87	5,640
JOHNSON	2,500	77	1,930
KANE	52,800	93	49,350
KANKAKEE	23,700	92	21,780
KENDALL	4,000	91	3,630
KNOX	18,700	92	17,120
LAKE	74,500	94	70,220
LA SALLE	35,000	84	29,510
LAWRENCE	6,100	80	4,870
LEE	10,200	86	8,760
LIVINGSTON	11,300	85	9,630
LOGAN	8,500	91	7,720
McDONOUGH	9,100	88	8,050
McHENRY	20,000	92	18,410
McLEAN	28,400	86	24,330
MACON	36,400	89	32,480
MACOUPIN	14,100	90	12,690
MADISON	69,500	91	63,320
MARION	13,400	89	11,940
MARSHALL	4,200	84	3,540
MASON	5,200	82	4,260
MASSAC	5,900	77	4,540
MENARD	2,700	82	2,210
MERCER	5,700	90	5,120
MONROE	4,400	91	3,990
MONTGOMERY	10,200	85	8,700
MORGAN	10,500	87	9,090
MOULTRIE	4,200	85	3,560
OGLE	11,300	85	9,660
PEORIA	60,600	92	55,650
PERRY	6,300	85	5,330
PIATT	4,700	85	4,010
PIKE	6,900	88	6,050
POPE	1,600	77	1,230
PULASKI	3,700	80	2,950
PUTNAM	1,200	84	1,010
RANDOLPH	8,600	91	7,850
RICHLAND	5,800	75	4,360
ROCK ISLAND	46,800	93	43,540
ST. CLAIR	74,800	92	69,060
SALINE	9,000	85	7,670
SANGAMON	45,600	88	39,950
SCHUYLER	3,000	88	2,630
SCOTT	2,100	88	1,840
SHELBY	7,900	85	6,700
STARK	2,400	85	2,030
STEPHENSON	15,500	91	14,110
TAZEWELL	27,400	93	25,420
UNION	5,300	80	4,220
VERMILION	29,700	86	25,650
WABASH	4,300	80	3,430
WARREN	8,200	90	7,340
WASHINGTON	4,500	81	3,800
WAYNE	6,000	74	4,430
WHITE	6,500	74	4,780
WHITESIDE	16,900	92	15,630
WILL	49,500	92	45,600
WILLIAMSON	15,300	84	12,820
WINNEBAGO	61,000	90	55,170
WOODFORD	7,300	85	6,170

### INDIANA

	1,401,700	90	1,263,900
ADAMS	6,800	87	5,930
ALLEN	70,800	92	65,020
BARTHOLOMEW	14,100	92	13,020
BENTON	3,200	88	2,830
BLACKFORD	4,400	82	3,620
BOONE	9,000	92	8,270
BROWN	1,700	81	1,430
CARROLL	5,300	84	4,470
CASS	12,200	91	11,130
CLARK	17,900	92	16,400
CLAY	8,200	83	6,810
CLINTON	10,500	90	9,490
CRAWFORD	2,400	83	1,990
DAVISS	8,200	84	6,870
DEARBORN	8,400	92	7,750
DECATUR	5,700	89	5,050
DE KALB	9,000	91	8,150
DELAWARE	34,400	91	31,340
DUBOIS	7,000	81	5,690
ELKHART	31,300	86	27,020
FAYETTE	7,800	88	6,850
FLOYD	16,400	92	15,160
FOUNTAIN	6,100	87	5,330
FRANKLIN	4,600	88	4,040



STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	
FULTON	5,100	88	4,480	
GIBSON	10,300	84	8,660	
GRANT	23,200	91	21,150	
GREENE	8,700	90	7,850	
HAMILTON	11,100	92	10,240	
HANCOCK	8,100	91	7,640	
HARRISON	5,400	85	4,570	
HENDRICKS	10,700	90	9,600	
HENRY	15,800	88	13,890	
HOWARD	20,100	92	18,560	
HUNTINGTON	11,100	85	9,480	
JACKSON	9,300	84	7,850	
JASPER	5,300	89	4,710	
JAY	7,400	82	6,100	
JEFFERSON	6,800	90	6,120	
JENNINGS	4,700	89	4,190	
JOHNSON	12,000	90	10,850	
KNOX	13,500	91	12,350	
KOSCIUSKO	12,100	86	10,430	
LAGRANGE	4,500	83	3,750	
LAKE	145,000	93	134,210	
LA PORTE	27,100	92	24,880	
LAWRENCE	11,300	91	10,300	
MADISON	38,700	93	36,010	
MARION	208,800	93	194,290	
MARSHALL	9,800	88	8,680	
MARTIN	3,200	84	2,680	
MIAMI	11,000	83	9,090	
MONROE	15,200	91	13,870	
MONTGOMERY	10,300	92	9,430	
MORGAN	10,600	92	9,730	
NEWTON	3,400	89	3,010	
NOBLE	8,600	91	7,800	
OHIO	1,100	93	1,020	
ORANGE	5,100	82	4,190	
OWEN	3,400	90	3,070	
PARKE	4,700	87	4,070	
PERRY	5,200	82	4,270	
PIKE	4,500	81	3,660	
PORTER	15,500	93	14,420	
POSEY	5,800	88	5,130	
PULASKI	3,800	88	3,330	
PITTMAN	7,800	83	6,480	
RANDOLPH	9,500	90	8,550	
RIPLEY	6,400	89	5,710	
RUSH	6,400	89	5,680	
ST. JOSEPH	72,300	92	66,570	
SCOTT	4,700	90	4,220	
SHELBY	10,700	91	9,750	
SPENCER	4,400	81	3,570	
STARKE	5,900	88	5,170	
STUBEN	5,300	83	4,420	
SULLIVAN	6,700	86	5,740	
SWITZERLAND	2,200	93	2,040	
TIPPECANOE	25,300	87	21,910	
TIPTON	5,300	86	4,580	
UNION	1,700	88	1,500	
VANDEBURGH	56,100	88	49,470	
VERMILION	5,700	87	4,940	
VIGO	34,500	92	31,870	
WABASH	9,900	82	8,140	
WARREN	2,600	87	2,270	
WARRICK	7,500	81	6,100	
WASHINGTON	5,300	85	4,490	
WAYNE	23,400	89	20,820	
WELLS	6,300	87	5,490	
WHITE	6,100	84	5,150	
WHITLEY	6,700	91	6,080	

IOWA

	843,200	89	753,940
ADAIR	3,600	78	2,790
ADAMS	2,300	78	1,790
ALLAMAKEE	4,400	74	3,260
APPANOOSE	5,900	73	4,300
AUDUBON	3,400	94	3,190
BENTON	7,000	94	6,560
BLACK HAWK	37,200	96	35,530
BOONE	7,800	91	7,060
BREMER	5,700	86	4,900
BURCHMAN	6,000	96	5,730
BUENA VISTA	7,200	79	5,690
BUTLER	5,200	85	4,410
CALHOUN	5,100	76	3,890
CARROLL	6,500	92	5,980
CASS	6,100	93	5,700
CEDAR	5,500	96	5,300
CERRO GORDO	16,600	95	15,810
CHEROKEE	5,200	93	4,810
CHICKASAW	4,300	78	3,340
CLARKE	3,000	66	1,990
CLAY	6,100	74	4,510
CLAYTON	6,100	74	4,510
CLINTON	17,600	97	17,020
CRAWFORD	5,400	92	4,970
DALLAS	7,400	91	6,730
DAVIS	2,800	80	2,240
DECATUR	3,600	71	2,570
DELAWARE	4,900	96	4,690
DES MOINES	15,600	95	14,850
DICKINSON	4,000	74	2,960
DUBUQUE	22,000	92	20,290
EMMET	4,300	67	2,880
FAYETTE	7,900	80	6,320



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**Channel 13**

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**WKY-TV** Oklahoma City

**WKY-RADIO** Oklahoma City

**WSFA-TV** Montgomery

*Represented by the Katz Agency*



# TV SET COUNT (continued from page 111)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
FLOYD	7,200	78	5,580
FRANKLIN	5,000	87	4,340
FREMONT	3,200	93	2,980
GREENE	4,500	90	4,070
GRUNDY	4,200	90	3,760
GUTHRIE	4,100	91	3,730
HAMILTON	6,400	95	6,070
HANCOCK	4,100	82	3,360
HARDIN	7,300	95	6,920
HARRISON	5,100	90	4,900
HENRY	5,600	81	4,530
HOWARD	3,700	71	2,630
HUMBOLDT	3,800	72	2,750
IDA	3,200	92	2,950
IOWA	4,600	83	3,800
JACKSON	5,400	91	4,930
JASPER	10,200	95	9,730
JEFFERSON	5,500	81	4,440
JOHNSON	14,300	84	11,960
JONES	5,600	91	5,110
KEOKUK	5,200	83	4,290
KOSSUTH	7,400	73	5,370
LEE	13,600	81	10,980
LINN	40,900	96	39,420
LOUISA	3,200	83	2,640
LUCAS	3,300	66	2,190
LYON	4,000	92	3,680
MADISON	3,800	90	3,410
MAHASKA	7,700	78	5,970
MARION	7,200	94	6,760
MARSHALL	11,700	95	11,070
MILLS	3,300	91	3,010
MITCHELL	4,000	84	3,360
MONONA	4,700	96	4,520
MONROE	2,800	73	2,030
MONTGOMERY	5,100	91	4,660
MUSCATINE	10,500	97	10,140
O'BRIEN	5,900	80	4,710
OSCEOLA	2,800	80	2,240
PAGE	7,400	93	6,890
PALO ALTO	4,100	67	2,730
PLYMOUTH	6,900	92	6,340
POCAHONTAS	4,200	71	2,980
POLK	85,900	96	82,420
POTTAWATTAMIE	23,000	95	21,780
POWESHINK	5,700	78	4,420
RINGGOLD	2,700	79	2,140
SAC	5,200	79	4,100
SCOTT	36,900	97	35,690
SHELBY	4,400	94	4,140
SIOUX	6,800	92	6,250
STORY	13,900	95	13,150
TAMA	6,500	89	5,800
TAYLOR	3,700	79	2,930
UNION	5,600	78	4,340
VAN BUREN	3,400	80	2,710
WAPELLO	16,500	80	13,250
WARREN	5,400	90	4,860
WASHINGTON	6,400	83	5,290
WAYNE	3,600	72	2,580
WEBSTER	14,100	96	13,540
WINNEBAGO	3,700	82	3,030
WINNESHIEK	6,300	71	4,490
WOODBURY	35,900	96	34,610
WORTH	3,100	84	2,610
WRIGHT	6,100	87	5,310

## KANSAS

	678,100	81	549,630
ALLEN	5,400	71	3,840
ANDERSON	3,100	64	1,990
ATCHISON	6,400	87	5,570
BARBER	2,800	75	2,100
BARTON	10,800	93	10,070
BOURBON	6,000	71	4,270
BROWN	4,900	78	3,810
BUTLER	12,800	83	10,640
CHASE	1,300	74	960
CHAUTAUQUA	2,100	63	1,320
CHEROKEE	7,500	73	5,490
CHEYENNE	1,400	45	630
CLARK	1,100	64	700
CLAY	3,600	64	2,310
CLOUD	4,800	58	2,780
COFFEY	2,600	65	1,680
COMANCHE	1,000	76	760
COWLEY	12,500	79	9,910
CRAWFORD	14,200	79	11,260
DECATUR	2,000	59	1,170
DICKINSON	7,300	58	4,260
DONIPHAN	3,300	87	2,870
DOUGLAS	10,300	76	7,830
EDWARDS	1,800	81	1,450
ELK	1,800	63	1,130
ELLIS	5,300	73	3,860
ELLSWORTH	2,500	67	1,680
FINNEY	4,300	57	2,440
FORD	6,300	64	4,060
FRANKLIN	6,600	82	5,390
GEARY	7,200	58	4,200
GOVE	1,000	53	530
GRAHAM	1,300	58	750
GRANT	1,400	49	680

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
GRAY	1,200	65	780
GREELEY	600	47	280
GREENWOOD	3,700	75	2,760
HAMILTON	800	40	320
HARPER	3,000	75	2,240
HARVEY	7,900	81	6,380
HASKELL	700	49	340
HODGEMAN	900	80	720
JACKSON	3,300	78	2,570
JEFFERSON	3,600	78	2,790
JEWELL	2,500	58	1,450
JOHNSON	41,900	95	39,610
KEARNY	900	49	440
KINGMAN	3,300	75	2,470
KIOWA	1,400	75	1,050
LABETTE	9,200	67	6,170
LANE	900	53	480
LEAVENWORTH	11,300	95	10,750
LINCOLN	1,900	68	1,290
LINN	2,800	80	2,240
LOGAN	1,100	44	480
LYON	7,900	66	5,190
McPHERSON	7,500	79	5,930

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MARION	5,000	74	3,710
MARSHALL	5,200	62	3,220
MEADE	1,600	64	1,030
MIAMI	6,200	80	4,950
MITCHELL	2,700	58	1,560
MONTGOMERY	16,700	78	13,030
MORRIS	2,400	74	1,780
MORTON	1,000	40	400
NEMAHA	4,000	78	3,110
NEOSHIO	6,500	73	4,770
NESS	1,700	53	900
NORTON	2,700	58	1,570
OSAGE	4,400	82	3,590
OSBORNE	2,300	62	1,420
OTTAWA	2,300	67	1,550
PAWNEE	2,800	80	2,250
PHILLIPS	3,400	62	2,110
POTTAWATOMIE	3,700	62	2,300
PRATT	3,900	75	2,930
RAWLINS	1,500	44	660
RENO	19,800	91	18,620
REPUBLIC	3,500	64	2,250
RICE	4,600	79	3,640
RILEY	6,400	65	4,160



## and WOC-TV FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET (Davenport, Iowa — Rock Island — Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielson Coverage Service No. 3 — Spring, 1958.

Station	TV Homes	Monthly Coverage	Weekly Circulation Daytime	Nighttime
WOC-TV	438,480	308,150	263,430	288,750
Station A	398,600	278,900	226,020	258,860
Station B	340,240	275,160	229,710	260,190
Station C	274,990	208,300	153,540	191,010
Station D	229,260	156,340	127,240	146,620



THE QUINT CITIES

DAVENPORT } IOWA  
BETTENDORF }

ROCK ISLAND } ILL  
MOLINE }  
EAST MOLINE }

Col. B. J. Palmer  
President  
Ernest C. Sanders  
Resident Manager  
Pax Shaffer  
Sales Manager  
Peters, Griffin, Woodward,  
Inc., Exclusive National  
Representatives



WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa



sign ministers time to con  
out with the governments.

# TOPEKA AREA & Central Kansas Gathers Bumper Wheat Harvest

3rd Year of Excellent Crops Boosts Bank Deposits to New Record Heights

TOPEKA — (Special) — Prosperity extends throughout all Central Kansas and the Topeka area as 1959's year-record wheat crop

# TOPEKA

Has 1 TV Station

# WIBW-TV

Is It!

All Day-Every Day  
Survey-Proved

**WIBW-TV**  
Tops Competition  
...serving a total of  
38 Kansas Counties

As A Bonus  
**WIBW-TV**  
Is The ONLY  
TV Station Available  
to 100,000  
WHEAT-RICH  
TV HOMES  
in Central Kansas

**WIBW-TV**  
CBS • NBC • ABC  
Channel 13  
TOPEKA, KANSAS

(Division Stouffer-Copper Publications)  
Represented by Avery-Knodel, Inc.

## TV SET COUNT (continued from page 143)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ROOKS	3,000	62	1,870
RUSH	1,900	73	1,390
RUSSELL	3,800	73	2,760
SALINE	13,500	77	10,430
SCOTT	1,300	52	680
SEDGWICK	110,200	94	103,350
SEWARD	4,100	49	1,990
SHAWNEE	43,300	94	40,770
SHERIDAN	1,100	57	630
SHERMAN	1,800	46	820
SMITH	2,600	62	1,610
STAFFORD	2,300	80	1,840
STANTON	600	40	240
STEVENS	1,200	40	480
SUMNER	9,000	75	6,730
THOMAS	2,200	44	970
TREGO	1,500	54	810
WABAUNSEE	2,200	66	1,450
WALLACE	700	46	320
WASHINGTON	3,600	64	2,310
WITCHITA	700	44	310
WILSON	4,700	73	3,450
WOODSON	2,000	65	1,290
WYANDOTTE	61,500	95	58,500

### KENTUCKY

	824,000	73	603,010
ADAIR	3,800	60	2,290
ALLEN	3,400	58	1,960
ANDERSON	2,400	72	1,720
BALLARD	2,900	59	1,710
BARREN	8,200	58	4,750
BATH	2,500	51	1,280
BELL	8,300	62	5,160
BOONE	6,000	89	5,340
BOURBON	4,900	65	3,190
BOYD	14,800	92	13,650
BOYLE	5,500	63	3,450
BRACKEN	2,200	82	1,810
BREATHITT	3,600	49	1,780
BRECKINRIDGE	3,800	77	2,920
BULLITT	4,500	90	4,050
BUTLER	2,200	55	1,210
CALDWELL	3,500	49	1,730
CALLOWAY	5,800	55	3,210
CAMPBELL	28,900	93	26,830
CARLISLE	1,700	59	1,010
CARROLL	2,500	89	2,230
CARTER	4,700	82	3,840
CASEY	3,600	57	2,050
CHRISTIAN	10,100	68	6,850
CLARK	5,400	52	2,790
CLAY	4,400	42	1,840
CLINTON	2,000	42	830
CRITTENDEN	2,700	50	1,340
CUMBERLAND	2,500	55	1,380
DAVIESS	19,600	77	15,150
EDMONSON	1,700	58	990
ELLIOTT	1,200	82	980
ESTILL	3,300	42	1,400
FAYETTE	35,700	66	23,610
FLEMING	2,600	62	1,600
FLOYD	9,500	78	7,420
FRANKLIN	8,300	73	6,020
FULTON	3,200	55	1,770
GALLATIN	1,100	89	980
GARRARD	2,700	63	1,690
GRANT	2,700	89	2,410
GRAVES	9,700	55	5,370
GRAYSON	4,600	58	2,660
GREEN	2,900	60	1,750
GREENUP	7,000	82	5,710
HANCOCK	1,400	76	1,070
HARDIN	14,000	83	11,660
HARLAN	13,400	66	8,790
HARRISON	4,200	73	3,080
HART	3,700	58	2,140
HENDERSON	10,600	75	7,900
HENRY	3,100	75	2,330
HICKMAN	2,000	59	1,180
HOPKINS	12,200	59	7,180
JACKSON	2,900	41	1,190
JEFFERSON	177,200	92	163,590
JESSAMINE	3,500	63	2,190
JOHNSON	5,000	71	3,550
KENTON	41,700	95	39,490
KNOTT	3,700	49	1,830
KNOX	6,300	52	3,290
LARUE	2,800	60	1,680
LAUREL	6,500	41	2,660
LAWRENCE	3,100	71	2,200
LEE	1,800	47	840
LESLIE	3,200	42	1,340
LETCHER	6,500	55	3,580
LEWIS	3,000	62	1,850
LINCOLN	4,300	57	2,450
LIVINGSTON	1,900	54	1,030
LOGAN	5,800	69	3,870
LYON	1,500	55	820
McCRACKEN	19,400	63	12,270
McCREARY	2,800	51	1,440
McLEAN	2,500	55	1,380

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MADISON	9,200	52	4,800
MAGOFFIN	2,200	50	1,100
MARION	3,900	72	2,790
MARSHALL	5,100	59	3,020
MARTIN	1,800	72	1,290
MASON	5,400	82	4,450
MEADE	2,000	77	1,540
MENIFEE	800	44	350
MERCER	4,000	63	2,510
METCALFE	2,300	56	1,280
MONROE	3,100	55	1,710
MONTGOMERY	2,800	52	1,450
MORGAN	2,500	47	1,170
MUHLENBERG	7,400	61	4,510
NELSON	4,900	90	4,410
NICHOLAS	2,100	65	1,370
OHIO	4,400	55	2,410
OLDHAM	3,100	75	2,330
OWEN	2,600	73	1,890
OWSLEY	1,400	41	580
PENDLETON	3,000	82	2,460
PERRY	8,100	56	4,540
PIKE	16,100	67	10,820
POWELL	1,500	43	640
PULASKI	9,400	53	4,990
ROBERTSON	500	82	410
ROCKCASTLE	2,700	41	1,110
ROWAN	2,500	62	1,540
RUSSELL	2,800	57	1,600
SCOTT	3,800	73	2,780
SHELBY	5,000	75	3,740
SIMPSON	3,000	69	2,070
SPENCER	1,500	90	1,350
TAYLOR	4,900	60	2,960
TODD	3,200	69	2,210
TRIGG	2,100	56	1,170
TRIMBLE	1,400	75	1,050
UNION	4,000	53	2,120
WARREN	12,700	67	8,480
WASHINGTON	2,900	72	2,080
WAYNE	3,800	42	1,590
WEBSTER	4,500	53	2,380
WHITLEY	6,600	52	3,410
WOLFE	1,500	47	700
WOODFORD	3,100	73	2,270

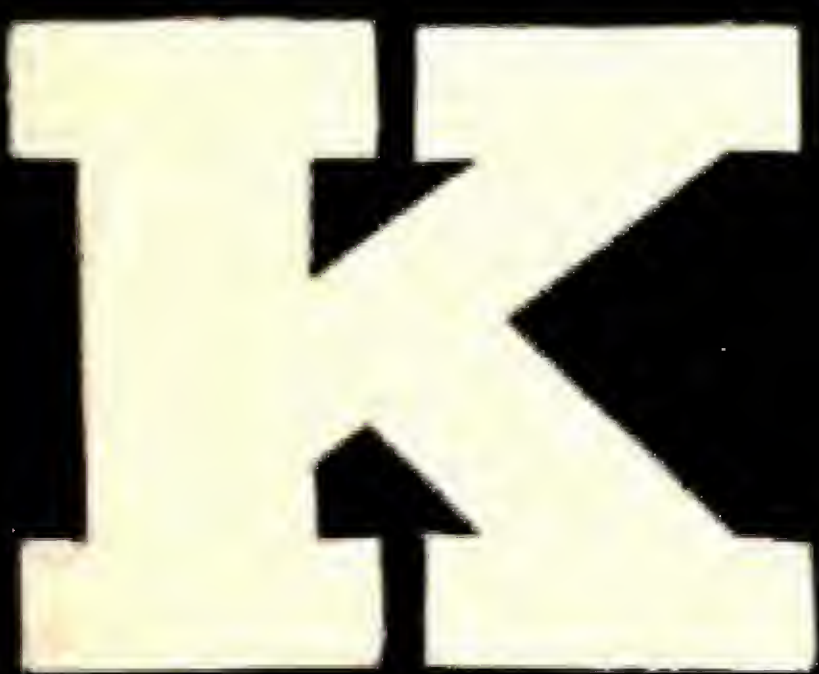
### LOUISIANA

	855,500	77	661,600
ACADIA	13,100	63	8,310
ALLEN	5,500	63	3,460
ASCENSION	6,000	66	3,980
ASSUMPTION	3,900	60	2,350
AVOUELLES	10,500	65	6,790
BEAUREGARD	5,800	63	3,650
BIENVILLE	4,200	61	2,570
BOSSIER	11,200	79	8,860
CADDO	62,400	85	53,010
CALCASIEU	38,800	75	29,250
CALDWELL	2,700	66	1,770
CAMERON	1,200	64	770
CATAHOULA	2,700	61	1,650
CLAIBORNE	6,000	61	3,670
CONCORDIA	3,700	61	2,260
DE SOTO	5,600	73	4,070
EAST BATON ROUGE	66,100	84	55,350
EAST CARROLL	3,800	67	2,540
EAST FELICIANA	3,400	60	2,030
EVANGELINE	8,900	62	5,510
FRANKLIN	7,100	69	4,870
GRANT	3,300	88	2,240
IBERIA	12,100	69	8,350
IBERVILLE	6,800	62	4,210
JACKSON	3,600	68	2,450
JEFFERSON	50,000	86	43,190
JEFFERSON DAVIS	8,100	64	5,150
LAFAYETTE	19,000	71	13,540
LAFOURCHE	11,500	80	9,230
LA SALLE	3,900	66	2,560
LINCOLN	6,900	64	4,410
LIVINGSTON	5,700	86	3,790
MADISON	4,300	67	2,880
MOREHOUSE	9,600	66	6,370
NATCHITOCHE	9,300	66	6,110
ORLEANS	195,600	87	169,660
OUACHITA	25,800	79	20,320
PLAQUEMINES	3,700	82	3,020
POINTE COUPEE	5,200	60	3,100
RAPIDES	30,500	77	23,350
RED RIVER	2,500	72	1,810
RICHLAND	6,300	77	4,870
SABINE	5,100	57	2,910
ST. BERNARD	8,000	86	6,870
ST. CHARLES	3,400	76	2,570
ST. HELENA	2,400	59	1,420
ST. JAMES	3,300	76	2,500
ST. JOHN BAPTIST	3,500	76	2,650
ST. LANDRY	20,800	63	13,070
ST. MARTIN	6,100	60	3,670
ST. MARY	10,600	69	7,330
ST. TAMMANY	8,400	76	6,360
TANGIPAHOA	16,300	81	13,690
TENSAS	3,200	67	2,140
TERREBONNE	12,600	83	10,510



# **KAKE-TV, WICHITA and the golden K network serves 70% of the TV homes in Kansas**

**the golden**



**network**

Represented by The Katz Agency



**KAKE-TV: CENTRAL AND SOUTH KANSAS  
KTVC: SOUTHWEST KANSAS  
KAYS-TV: NORTHWEST KANSAS  
PLUS BONUS COVERAGE IN NORTHERN OKLAHOMA**



**KJEO-TV . . .**  
Home of 6 of  
the top 11 shows  
in this 3 sta-  
tion market  
(Source: Cur-  
rent ARB)



**KJEO-TV . . .**  
Home of the  
best spot buys  
with daily quar-  
ter hour lead-  
ership noon  
to sign off  
(Source: Cur-  
rent Nielsen)



## FRESNO, California

Top of the lad-  
der way to reach  
this nation's No.  
2 retail sales  
market among  
150,000 popula-  
tion cities  
(Source: Sales  
Management)

**KJEO-TV . . .**  
Home of the  
lowest base  
rates in Cen-  
tral California  
(Source: your  
SRDS!)



The top of the ladder station in  
Fresno, California is

**KJEO**  
channel **47**



J. E. O'Neill — President  
Joe Drilling — Vice President  
and General Manager  
W.O. Edholm — Commercial Manager  
See your H-R representative **H-R**

(continued from page 144)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
UNION	4,700	64	3,010
VERMILION	10,200	62	6,360
VERNON	6,200	57	3,540
WASHINGTON	11,300	81	9,100
WEBSTER	10,400	76	7,930
WEST BATON ROUGE	3,200	62	1,980
WEST CARROLL	3,600	77	2,780
WEST FELICIANA	1,600	60	960
WINN	4,300	68	2,920

### MAINE

	<b>259,300</b>	<b>89</b>	<b>230,540</b>
ANDROSCOGGIN	24,400	92	22,480
AROOSTOOK	24,200	80	19,300
CUMBERLAND	51,500	91	46,660
FRANKLIN	5,400	86	4,630
HANCOCK	10,000	87	8,700
KENNEBEC	23,700	92	21,690
KNOX	8,700	88	7,640
LINCOLN	5,400	90	4,880
OXFORD	11,400	90	10,220
PENOBSCOT	30,900	91	28,090
PISCATAQUIS	4,700	87	4,070
SAGadahoc	5,700	90	5,150
SOMERSET	11,000	83	9,090
WALDO	5,900	88	5,180
WASHINGTON	9,200	86	7,940
YORK	27,200	91	24,820

### MARYLAND

	<b>845,900</b>	<b>89</b>	<b>748,920</b>
ALLEGANY	27,200	75	20,330
ANNE ARUNDEL	47,300	91	42,810
BALTIMORE	412,000	90	370,350
CALVERT	3,600	85	3,060
CAROLINE	5,600	87	4,890
CARROLL	14,400	91	13,070
CECIL	11,900	87	10,390
CHARLES	7,100	85	6,040
DORCHESTER	8,200	86	7,040
FREDERICK	18,400	88	16,130
GARRETT	4,700	61	2,890
HARFORD	18,500	90	16,610
HOWARD	7,700	87	6,680
KENT	4,400	87	3,830
MONTGOMERY	88,000	92	80,720
PRINCE GEORGES	94,500	91	86,340
QUEEN ANNES	4,300	87	3,740
ST. MARYS	8,800	85	7,460
SOMERSET	5,700	58	3,330
TALBOT	6,100	86	5,240
WASHINGTON	25,500	83	21,090
WICOMICO	14,600	86	12,570
WORCESTER	7,400	58	4,310

### MASSACHUSETTS

	<b>1,455,600</b>	<b>92</b>	<b>1,339,770</b>
BARNSTABLE	16,600	91	15,170
BERKSHIRE	41,900	92	38,420
BRISTOL	120,700	92	111,380
DUKES	1,800	89	1,610
ESSEX	169,800	92	156,810
FRANKLIN	17,400	89	15,490
HAMPDEN	119,300	93	110,450
HAMPSHIRE	23,000	90	20,590
MIDDLESEX	328,600	92	301,330
NANTUCKET	1,000	90	900
NORFOLK	135,900	92	125,260
PLYMOUTH	68,700	92	63,440
SUFFOLK	239,100	92	220,590
WORCESTER	171,800	92	158,330

### MICHIGAN

	<b>2,296,400</b>	<b>91</b>	<b>2,095,690</b>
ALCONA	900	83	750
ALGER	2,600	73	1,900
ALLEGAN	15,400	91	14,080
ALPENA	7,300	70	5,110
ANTRIM	2,900	80	2,320
ARENAC	2,700	86	2,310
BARAGA	1,800	74	1,340
BARRY	10,200	90	9,220
BAY	29,400	92	27,020
BENZIE	2,300	81	1,870
BERRIEN	46,700	92	42,990
BRANCH	11,500	86	9,910
CALHOUN	41,400	92	38,060
CASS	11,400	89	10,180
CHARLEVOIX	3,900	75	2,920
CHEBOYGAN	3,600	75	2,700
CHIPPewa	9,100	75	6,830
CLARE	3,500	88	3,070
CLINTON	9,800	92	9,000
CRAWFORD	1,100	83	910
DELTA	9,300	80	7,440
DICKINSON	7,000	83	5,840
EATON	14,900	90	13,370
EMMET	4,100	75	3,300



**TO WHIP UP  
A SALES  
STORM  
IN THE  
UPPER  
MIDWEST  
BUY  
JOE FLOYD'S**

**KELO-LAND TV**  
Sioux Falls and boosters HOOKUP



**THE FERTILE  
TEST MARKET  
OF MAJOR  
INDUSTRIES**

Represented nationally by H-R





***IN RICH  
MONROE  
MARKET***



AS  
REPORTED  
IN ARB  
APRIL  
1959

**JUST LOOK AT THIS MARKET DATA!**

And you get more impact and circulation per dollar in radio on

**WNOE-Radio** 50,000 watts  
1060 KC

New Orleans

**KNOE-Radio** 5,000 watts  
1390 KC

Monroe

Edd Routt, Vice-Pres. & Gen. Mgr.

Population	1,520,100
Households	423,600
Consumer Spendable Income	\$1,761,169,000
Food Sales	\$ 300,486,000
Drug Sales	\$ 40,355,000
Automotive Sales	\$ 299,539,000
General Merchandise	\$ 148,789,000
Total Retail Sales	\$1,286,255,000

# KNOE-TV

Noe Enterprises, Inc.

James A. Noe, Jr., President

**Channel 8 • Monroe, La.  
A James A. Noe Station  
CBS • ABC**

Paul H. Goldman—Executive Vice President  
and General Manager  
Represented by H-R Television, Inc.





The customer's interest *must* come first.

We make no service charges of any kind.

We charge only the standard commissions of the New York Stock Exchange, or those of any other exchange on which an order is executed.

Our account executives are compensated on a salary and bonus basis rather than commission.

We are prepared to help investors, large and small. We welcome their requests for opinion or advice, and we offer the help of our Research Department, without cost.

Our officers and managers are available for consultation with all customers.

If the firm or its officers have an interest in the securities of a company, we disclose that interest and indicate its general size in any printed report we issue on that company.

No officer or employee is permitted to gain personal benefit from advance knowledge of any information that we publish about securities.

Before we sell a security owned by the firm, we disclose to the buyer that we are acting as a principal and not as a broker or agent.

Whenever we have a public offering of securities, no officer or employee can buy until customers' orders are filled.

To assure financial soundness, our capital will always exceed any requirements imposed on the firm.

We publish an annual report in which the facts about our operation are made public.

We aim to provide the most efficient physical facilities possible to assure fast and accurate handling of all orders.

Because we believe it is in the public interest for more people to own securities, we maintain a broad program of public education about share-ownership.

## Merrill Lynch, Pierce, Fenner & Smith Inc.

Members New York Stock Exchange and all other Principal Exchanges

70 Pine Street, New York 5, N. Y.

Offices in 112 Cities

(continued from page 146)

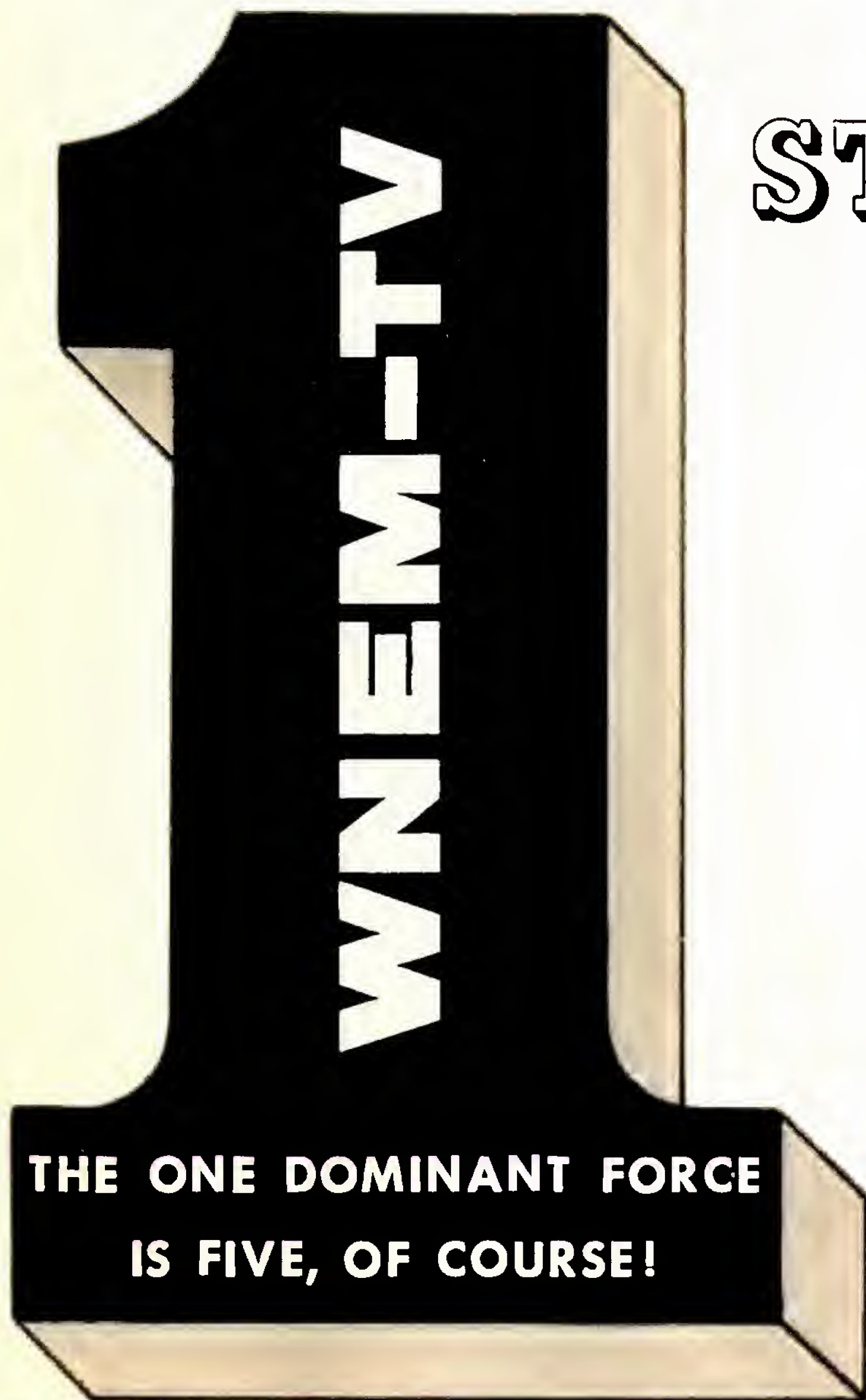
STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
GENESEE	108,400	90	98,060
GLADWIN	2,600	88	2,290
GOGEBIC	7,900	76	6,020
GRAND TRAVERSE	9,100	81	7,370
GRATIOT	10,300	91	9,410
HILLSDALE	10,000	84	8,410
HOUGHTON	9,900	71	7,020
HURON	9,500	91	8,660
INGHAM	64,800	92	59,690
IONIA	11,700	91	10,680
IOSCO	4,600	86	3,950
IRON	5,700	74	4,220
ISABELLA	8,200	88	7,220
JACKSON	38,400	92	35,290
KALAMAZOO	48,200	93	44,720
KALKASKA	1,100	81	890
KENT	106,500	92	98,050
KEWEENAW	600	73	440
LAKE	1,400	88	1,230
LAPEER	12,200	91	11,130
LEELLANAU	2,500	81	2,020
LENAWEE	24,900	92	22,820
LIVINGSTON	10,400	91	9,450
LUCE	1,500	73	1,100
MACKINAC	2,700	76	2,040
MACOMB	103,600	94	97,060
MANISTEE	6,100	82	4,990
MARQUETTE	14,600	75	11,000
MASON	6,900	81	5,580
MECOSTA	5,500	90	4,940
MENOMINEE	7,500	84	6,270
MIDLAND	13,200	89	11,710
MISSAUKEE	1,900	80	1,520
MONROE	27,800	93	25,720
MONTCALM	11,500	92	10,580
MONTMORENCY	1,100	70	770
MUSKEGON	44,000	93	40,960
NEWAYGO	7,300	88	6,410
OAKLAND	186,300	93	172,740
OCEANA	4,500	81	3,630
OGEMAW	2,500	83	2,080
ONTONAGON	3,000	76	2,280
OSCEOLA	3,600	90	3,230
OSCODA	800	84	670
OTSEGO	1,800	83	1,500
OTTAWA	27,800	91	25,400
PRESQUE ISLE	2,900	70	2,030
ROSCOMMON	2,200	83	1,820
SAGINAW	54,100	92	49,680
ST. CLAIR	30,300	92	27,850
ST. JOSEPH	15,600	92	14,310
SANILAC	9,700	88	8,580
SCHOOLCRAFT	2,300	73	1,680
SHIAVASSEE	16,600	92	15,270
TUSCOLA	13,100	90	11,850
VAN BUREN	17,900	91	16,370
WASHTENAW	43,500	92	39,980
WAYNE	835,300	93	778,250
WEXFORD	5,400	82	4,420

### MINNESOTA

	967,900	86	830,820
AITKIN	3,600	76	2,720
ANOKA	16,200	97	15,690
BECKER	6,400	67	4,290
BELTRAMI	6,800	45	3,060
BENTON	4,600	64	2,950
BIG STONE	2,400	61	1,460
BLUE EARTH	12,000	92	11,090
BROWN	8,200	83	6,820
CARLTON	7,100	75	5,320
CARVER	5,400	94	5,050
CASS	4,900	50	2,430
CHIPPEWA	4,800	59	2,810
CHISAGO	4,200	93	3,890
CLAY	10,300	90	9,220
CLEARWATER	2,700	45	1,210
COOK	1,200	72	860
COTTONWOOD	4,800	75	3,580
CROW WING	9,600	63	6,040
DAKOTA	18,500	96	17,730
DODGE	3,600	83	2,990
DOUGLAS	6,600	55	3,640
FARIBAULT	7,400	75	5,570
FILLMORE	7,300	75	5,470
FREEBORN	10,800	90	9,770
GOODHUE	10,300	95	9,740
GRANT	2,700	57	1,540
HENNEPIN	247,700	97	239,580
HOUSTON	4,500	75	3,370
HUBBARD	2,800	50	1,390
ISANTI	2,800	92	2,580
ITASCA	11,300	77	8,650
JACKSON	4,400	84	3,700
KANABEC	2,300	76	1,740
KANDIYOHI	8,400	80	6,700
KITTSOON	2,600	56	1,450
KOOCHICING	4,900	47	2,310
LAC QUI PARLE	3,900	62	2,420
LAKE	4,900	72	3,510
LAKE OF THE WOODS	1,200	48	570



*Survey Proven!*



**ST**

NIELSEN gives WNEM-TV 76% of all quarter-hours measured! 3 out of every 4 competitive quarter-hours go to WNEM-TV hands down!

WNEM-TV	355
Station "F"	69
Station "L"	42
Competitive	
quarter-hours	466

\* NSI, February, 1959

WNEM-TV Covers\* and SELLS a 25-County Eastern Michigan Market.

Population	1,144,200
Families	327,000
TV Homes	299,600**
Effective Buying Income	
	\$1,861,366,000

Gross Farm	
Income	253,424,000
Retail Sales	1,274,732,000
Food Sales	309,480,000
Drug Sales	47,554,000
Automotive Sales	276,727,000
Gas Station Sales	123,816,000

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\*\* Television Magozine, May, 1959

**In the Great Saginaw Valley and the Metropolitan Hub of Flint-Saginaw-Bay City-Midland**



**WNEM-TV**

**See your Petryman**

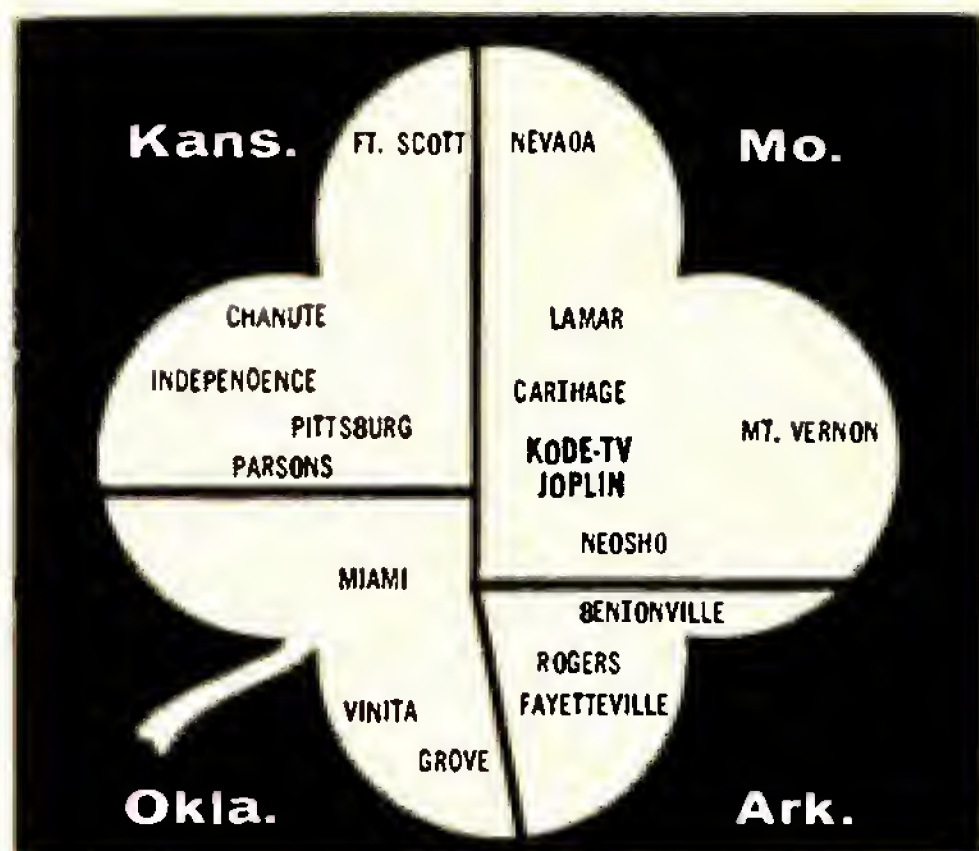


**CENTRAL STUDIOS & OFFICES**  
5700 Becker • Saginaw, Mich.

**NATIONAL SALES OFFICE & STUDIOS**  
Bishop Airport • Flint, Mich.



**This four-leaf clover  
is worth looking over!**



## Missouri's 3rd TV Market

**151,400 TV HOMES\***

Lucky KODE-TV, Joplin, Mo.,  
is 28 % taller, 29% more pow-  
erful than the nearest competi-  
tion. And KODE-TV covers: •  
a 4 state area • 151,400 TV  
Homes • 669,800 people with  
\$776,919,000 buying power.

**KODE-TV**  
JOPLIN, MISSOURI  
**CHANNEL 12**  
CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group

FK6

\*TV Mag., June '59

## TV SET COUNT (continued from page 148)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
LE SUEUR	6,000	81	4,870
LINCOLN	3,000	67	2,000
LYON	6,700	63	4,240
MCLEOD	7,500	88	6,600
MAHONMEN	1,500	67	1,010
MARSHALL	4,000	56	2,220
MARTIN	8,300	75	6,240
MEEKER	5,500	80	4,390
MILLE LACS	5,100	64	3,280
MORRISON	7,200	58	4,150
MOWER	13,600	91	12,340
MURRAY	3,900	78	3,040
NICOLLET	5,600	83	4,650
NOBLES	6,600	84	5,540
NORMAN	3,000	67	2,000
OLMISTED	14,200	95	13,520
OTTER TAIL	13,000	05	8,490
PENNINGTON	3,700	63	2,320
PINE	4,800	75	3,590
PIPESTONE	4,200	78	3,270
POLK	10,600	66	7,020
POPE	3,600	55	1,990
RANSEY	126,700	96	121,730
RED LAKE	1,400	63	880
REDWOOD	0,500	76	4,940
RENVILLE	7,200	76	5,480
RICE	9,600	94	9,070
ROCK	3,000	78	2,340
ROSEAU	3,700	55	2,050
ST. LOUIS	71,100	90	64,190
SCOTT	5,000	93	4,670
SILVERBURN	2,700	87	2,350
SIBLEY	3,800	88	3,350
STEARNS	20,200	89	17,910
STEELE	7,200	83	5,990
STEVENS	2,800	61	1,710
SWIFT	4,400	62	2,730
TODD	6,800	58	3,920
TRAVERSE	2,000	61	1,220
WABASHA	5,500	87	4,810
WADENA	3,900	50	1,940
WASECA	4,900	81	3,970
WASHINGTON	11,700	96	11,190
WATONWAN	4,300	74	3,200
WILKIN	2,600	90	2,330
WINONA	11,600	71	8,290
WRIGHT	8,800	87	7,680
YELLOW MEDICINE	4,800	67	3,200

### MISSISSIPPI

	557,600	61	339,340
ADAMS	10,300	57	5,910
ALCORN	7,200	57	4,110
AMITE	4,200	47	1,970
ATTALA	5,800	56	3,220
BENTON	1,900	57	1,090
BOLIVAR	15,400	53	8,220
CALHOUN	3,900	47	1,820
CARROLL	2,900	48	1,400
CHICKASAW	4,200	47	1,980
CHOCTAW	2,300	43	990
CLAIBORNE	2,700	56	1,520
CLARKE	4,300	57	2,450
CLAY	4,100	50	2,040
COAHOMA	13,800	55	7,610
COPIAH	7,400	59	4,390
COVINGTON	3,600	59	2,120
DE SOTO	5,700	68	3,880
FORREST	13,700	57	7,830
FRANKLIN	2,400	57	1,370
GEORGE	2,500	54	1,340
GREENE	1,800	53	960
GRENADA	4,700	48	2,270
HANCOCK	3,100	77	2,400
HARRISON	29,300	73	21,520
HINDS	46,800	81	37,350
HOLMES	7,000	60	4,180
HUMPHREYS	4,900	58	2,830
ISSAQUENA	1,000	58	580
ITAWAMBA	3,700	56	2,060
JACKSON	12,200	85	10,330
JASPER	4,100	64	2,620
JEFFERSON	2,600	57	1,480
JEFFERSON DAVIS	3,600	55	1,970
JONES	16,400	65	10,600
KEMPER	2,900	51	1,580
LAFAYETTE	4,700	48	2,270
LAMAR	3,300	50	1,840
LAUDERDALE	19,600	76	14,840
LAWRENCE	2,800	55	1,530
LEAKE	4,600	55	2,550
LEE	10,700	66	7,090
LEFLORE	12,500	52	6,540
LINCOLN	7,200	56	4,020
LOWNDES	10,300	47	4,830
MADISON	7,100	62	4,410
MARION	5,900	51	3,030
MARSHALL	5,200	54	2,790
MONROE	8,600	55	4,700
MONTGOMERY	3,500	48	1,680
NESHABA	5,600	54	3,050
NEWTON	5,000	64	3,190

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
NOXUBEE	3,900	55	2,140
OKTIBBEHA	5,900	50	2,950
PANOLA	7,900	70	5,530
PEARL RIVER	5,600	78	4,368
PERRY	2,100	53	1,113
PIKE	8,900	58	5,162
PONTOTOC	4,700	54	2,538
PRENTISS	4,700	56	2,632
QUITMAN	6,000	58	3,480
RANKIN	5,900	55	3,245
SCOTT	4,900	55	2,695
SILARKEY	2,700	58	1,566
SIMPSON	5,100	55	2,805
SMITH	3,500	55	1,925
STONE	1,600	54	864
SUNFLOWER	12,900	47	6,063
TALLAHATCHIE	6,900	56	3,864
TATE	4,200	68	2,856
TIPPAH	4,000	58	2,320
TISHOMINGO	3,500	57	1,995
TUNICA	5,700	57	3,249
UNION	5,400	54	2,916
WALTHALL	3,300	52	1,716
WARREN	12,800	66	8,448
WASHINGTON	20,600	57	11,742
WAYNE	3,600	57	2,052
WEBSTER	2,600	53	1,378
WILKINSON	3,000	47	1,410
WINSTON	5,100	55	2,805
YALOBUSHA	3,500	48	1,680
YAZOO	8,600	63	5,418

### MISSOURI

	1,342,300	88	1,175,124
ADAIR	6,700	64	4,288
ANDREW	3,500	81	2,835
ATCHISON	2,900	68	1,972
AUDRAIN	8,500	75	6,375
BARRY	0,400	66	264
BARTON	3,700	65	2,405
BATES	5,800	72	4,176
BENTON	2,700	77	2,079
BOLLINGER	2,500	73	1,825
BOONE	13,700	81	11,097
BUCHANAN	32,500	92	29,800
BUTLER	10,700	67	7,169
CALDWELL	3,200	81	2,592
CALLAWAY	6,100	75	4,575
CAMDEN	2,000	74	1,480
CAPE GIRARDEAU	11,500	82	9,430
CARROLL	4,600	75	3,450
CARTER	1,300	55	715
CASS	6,500	78	5,070
CEDAR	3,200	65	2,080
CHARITON	4,400	61	2,684
CHRISTIAN	3,600	71	2,556
CLARK	2,600	78	2,028
CLAY	26,900	96	25,824
CLINTON	3,600	90	3,240
COLE	11,300	87	9,831
COOPER	4,700	73	3,431
CRAWFORD	3,000	61	1,830
DADE	2,600	66	1,716
DALLAS	2,700	74	1,998
DAVIESS	3,200	81	2,592
DE KALB	2,300	80	1,840
DENT	3,100	68	2,108
DOUGLAS	2,700	04	1,368
DUNKLIN	10,900	73	7,953
FRANKLIN	11,900	82	9,762
GASCONADE	4,000	73	2,920
GENTRY	3,100	74	2,294
GREENE	40,400	95	38,380
GRUNDY	4,000	78	3,120
HARRISON	4,100	73	3,003
HENRY	6,400	77	4,928
HICKORY	1,600	78	1,248
HOLT	2,500	68	1,700
HOWARD	3,400	72	2,448
HOWELL	5,400	51	2,754
IRON	1,900	61	1,159
JACKSON	204,800	96	197,728
JASPER	28,500	87	24,795
JEFFERSON	20,100	94	18,894
JOHNSON	8,000	79	6,320
KNOX	2,600	78	2,028
LACLEDE	5,900	74	4,366
LAFAYETTE	7,900	83	6,557
LAWRENCE	7,100	66	4,686
LEWIS	3,400	78	2,652
LINCOLN	5,700	86	4,902
LINN	6,200	61	3,782
LIVINGSTON	5,100	78	3,978
MCDONALD	4,100	73	2,993
MACON	7,000	75	5,250
MADISON	2,800	73	2,044
MARIES	2,000	73	1,460
MARION	9,700	93	9,021
MERCER	1,900	74	1,404
MILLER	4,300	73	3,139
MISSISSIPPI	5,400	64	3,456
MONITEAU	3,200	73	2,336
MONROE	3,000	81	2,430



*All television is good in Minneapolis-St. Paul. Four sharp stations fight for every viewer. Competition is keen and constant. But the difference between good and great shows up like this: Of the 50 station breaks with the most viewers on all Twin City television\*, WCCO Television has 50% more than all the three competing stations combined. Of the top 100 spots, WCCO Television again has more than all competition put together. ©*

**THE DIFFERENCE  
BETWEEN GOOD & GREAT  
IN MINNEAPOLIS-ST. PAUL  
TELEVISION IS...**

**WCCO**

\*Nielsen Station Total Audience, April, 1959

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



# TV SET COUNT (continued from page 150)

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
MONTGOMERY	3,300	86	2,840
MORGAN	2,800	73	2,040
NEW MADRID	8,800	70	6,140
NEWTON	9,100	73	6,670
NODAWAY	7,400	68	5,030
OREGON	2,800	46	1,300
OSAGE	2,900	72	2,100
OZARK	2,000	64	1,280
PEMISCOT	11,300	78	8,790
PERRY	3,300	80	2,650
PETTIS	12,700	81	10,310
PHELPS	7,500	68	5,090
PIKE	5,900	81	4,790
PLATTE	6,700	90	6,010
POLK	4,700	74	3,470
PULASKI	4,200	76	3,200
PUTNAM	2,600	64	1,670
RAILS	2,200	82	1,800
RANDOLPH	7,900	72	5,680
RAY	5,400	83	4,470
REYNOLDS	1,400	54	760
RIPLEY	2,900	54	1,580
ST. CHARLES	11,300	93	10,560
ST. CLAIR	2,900	77	2,240
ST. FRANCOIS	11,200	85	9,500
ST. LOUIS	460,800	97	444,990
STE. GENEVIEVE	3,100	81	2,500
SALINE	7,900	74	5,870
SCHUYLER	1,500	64	960
SCOTLAND	2,400	78	1,880
SCOTT	8,800	77	6,800
SHANNON	1,600	46	730
SHELBY	3,100	75	2,330
STODDARD	8,200	78	6,370
STONE	2,500	71	1,780
SULLIVAN	3,200	64	2,060
TANEY	2,900	71	2,060
TEXAS	5,400	51	2,750
VERNON	6,500	72	4,670
WARREN	2,300	86	1,980
WASHINGTON	3,700	61	2,260
WAYNE	2,400	73	1,760
WEBSTER	4,200	74	3,090
WORTH	1,500	73	1,100
WRIGHT	4,100	63	2,600

## MONTANA

	212,100	62	131,280
BEAVERHEAD	2,700	51	1,380
BIG HORN	2,400	48	1,140
BLAINE	2,500	48	1,190
BROADWATER	800	51	410
CARBON	2,600	57	1,470
CARTER	700	41	290
CASCADE	22,100	75	16,530
CHOUTEAU	2,500	64	1,600
CUSTER	4,200	41	1,740
DANIELS	900	42	380
DAWSON	3,500	49	1,720
DEER LODGE	5,900	50	2,970
FALLON	1,000	42	420
FERGUS	4,900	51	2,480
FLATHEAD	10,800	65	6,990
GALLATIN	7,800	47	3,670
GARFIELD	600	42	250
GLACIER	3,000	55	1,660
GOLDEN VALLEY	300	53	160
GRANITE	1,000	50	506
HILL	5,100	48	2,440
JEFFERSON	1,000	48	480
JUDITH BASIN	700	51	360
LAKE	3,300	59	1,940
LEWIS AND CLARK	10,100	51	5,160
LIBERTY	500	48	240
LINCOLN	3,600	57	2,040
McCONE	1,000	50	500
MADISON	1,800	47	840
MEAGHER	800	51	410
MINERAL	900	51	460
MISSOULA	14,400	67	9,640
MUSSELSHELL	1,600	51	820
PARK	4,500	57	2,550
PETROLEUM	300	53	160
PHILLIPS	1,700	42	710
PONDERA	1,900	66	1,260
POWDER RIVER	800	41	330
POWELL	2,000	50	1,000
PRAIRIE	700	49	340
RAVALLI	3,700	51	1,890
RICHLAND	2,700	50	1,350
ROOSEVELT	3,200	50	1,610
ROSEBUD	2,000	48	950
SANDERS	2,500	51	1,270
SHERIDAN	1,900	50	950
SILVER BOW	21,500	84	17,980
STILLWATER	1,700	57	970
SWEET GRASS	900	56	500
TETON	2,100	67	1,400
TOOLE	2,500	49	1,220
TREASURE	300	50	150
VALLEY	3,300	42	1,370
WHEATLAND	900	51	460
WIBAU	400	50	200
YELLOWSTONE	25,600	80	20,380

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
<b>NEBRASKA</b>			
	437,700	83	362,120
ADAMS	9,600	85	8,190
ANTELOPE	3,300	67	2,200
ARTHUR	200	45	90
BANNER	400	60	240
BLAINE	200	55	110
BOONE	2,900	62	1,790
BOX BUTTE	3,700	49	1,820
BOYD	1,400	45	630
BROWN	1,600	45	720
BUFFALO	8,200	80	6,580
BURT	3,300	86	2,830
BUTLER	3,400	81	2,740
CASS	5,600	93	5,230
CEDAR	3,600	93	3,360
CHASE	1,400	53	740
CHERRY	2,500	48	1,200
CHEYENNE	5,200	57	2,940
CLAY	3,100	75	2,320
COLFAX	3,400	80	2,730
CUMING	3,600	86	3,090
CUSTER	5,400	61	3,320
DAKOTA	3,500	94	3,280
DAWES	2,700	42	1,130
DAWSON	6,500	80	5,230
DEUEL	1,000	52	520
DIXON	2,700	93	2,510
DODGE	9,800	95	9,340
DOUGLAS	102,000	97	98,500
DUNDY	1,100	54	590
FILLMORE	3,000	75	2,240
FRANKLIN	2,000	83	1,650
FRONTIER	1,400	61	850
FURNAS	3,000	82	2,470
GAGE	8,000	86	6,870
GARDEN	1,100	53	610
GARFIELD	800	55	440
GOSPER	700	83	580
GRANT	200	50	100
GREELEY	1,600	64	1,020
HALL	12,300	88	10,770
HAMILTON	2,900	82	2,380
HARLAN	1,700	82	1,400
HAYES	500	60	300
HITCHCOCK	1,500	53	790
HOLT	4,200	45	1,890
HOOVER	300	43	130
HOWARD	2,200	64	1,400
JEFFERSON	4,400	77	3,400
JOHNSON	1,900	86	1,630
KEARNEY	2,000	83	1,650
KEITH	2,600	60	1,550
KEYA PAHA	400	50	200
KIMBALL	1,700	61	1,030
KNOX	4,200	67	2,810
LANCASTER	46,300	94	43,400
LINCOLN	9,400	60	5,650
LOGAN	400	43	170
LOUP	400	58	230
McPHERSON	200	45	90
MADISON	8,000	90	7,200
MERRICK	2,600	62	1,600
MORRILL	2,200	60	1,330
NANCE	1,700	62	1,050
NEMAH	3,300	80	2,640
NUCKOLLS	2,800	75	2,090
OTOE	5,700	93	5,310
PAWNEE	2,000	80	1,600
PERKINS	1,200	59	710
PHELPS	3,200	82	2,610
PIERCE	2,600	67	1,740
PLATTE	7,200	90	6,480
POLK	2,600	83	2,150
REDWILLOW	4,000	61	2,420
RICHARDSON	4,800	79	3,780
ROCK	900	46	410
SALINE	4,500	77	3,480
SARPY	6,800	96	6,500
SAUNDERS	5,500	96	5,280
SCOTTS BLUFF	10,600	63	6,690
SEWARD	4,100	78	3,180
SHERIDAN	2,800	49	1,380
SHERMAN	1,800	61	1,100
SIoux	800	50	400
STANTON	1,800	81	1,450
THAYER	3,000	75	2,240
THOMAS	400	43	170
THURSTON	2,400	86	2,060
VALLEY	2,000	62	1,230
WASHINGTON	3,700	95	3,530
WAYNE	2,900	94	2,720
WEBSTER	2,200	85	1,880
WHEELER	300	53	160
YORK	4,700	83	3,860

## NEVADA

	88,400	75	66,400
CHURCHILL	1,900	41	780
CLARK	40,900	81	33,060
DOUGLAS	500	58	290
ELKO	4,000	45	1,790
ESMERALDA	200	45	90

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
EUREKA	200	40	80
HUMBOLDT	1,300	43	560
LANDER	400	45	180
LINCOLN	900	46	410
LYON	1,000	58	580
MINERAL	1,800	41	740
NYE	800	46	370
ORMSBY	1,700	59	1,000
PERSHING	1,000	41	410
STOREY	100	50	50
WASHOE	27,600	88	24,170
WHITE PINE	4,100	45	1,840

## NEW HAMPSHIRE

	166,800	90	150,420
BELKNAP	8,500	89	7,530
CARROLL	4,900	90	4,400
CHESHIRE	13,000	90	11,740
COOS	10,500	88	9,280
GRAFTON	12,900	86	11,100
HILLSBORO	49,700	91	45,410
MERRIMACK	18,900	90	17,060
ROCKINGHAM	24,200	92	22,190
STRAFFORD	15,500	91	14,100
SULLIVAN	8,700	87	7,610

## NEW JERSEY

	1,723,600	92	1,587,620
ATLANTIC	47,600	93	44,350
BERGEN	227,800	92	208,640
BURLINGTON	47,900	92	44,170
CAMDEN	106,500	92	97,970
CAPE MAY	14,500	92	13,320
CUMBERLAND	31,800	92	29,160
ESSEX	298,700	91	272,740
GLOUCESTER	36,000	92	33,030
HUDSON	196,800	93	183,160
HUNTERDON	14,500	92	13,400
MERCER	72,900	93	67,540
MIDDLESEX	102,800	92	94,210
MONMOUTH	98,200	94	91,930
MORRIS	60,500	92	55,650
OCEAN	24,700	92	22,770
PASSAIC	117,100	92	107,870
SALEM	17,500	93	16,199
SOMERSET	35,000	91	31,930
SUSSEX	11,800	91	10,730
UNION	142,400	93	131,930
WARREN	18,600	91	16,930

## NEW MEXICO

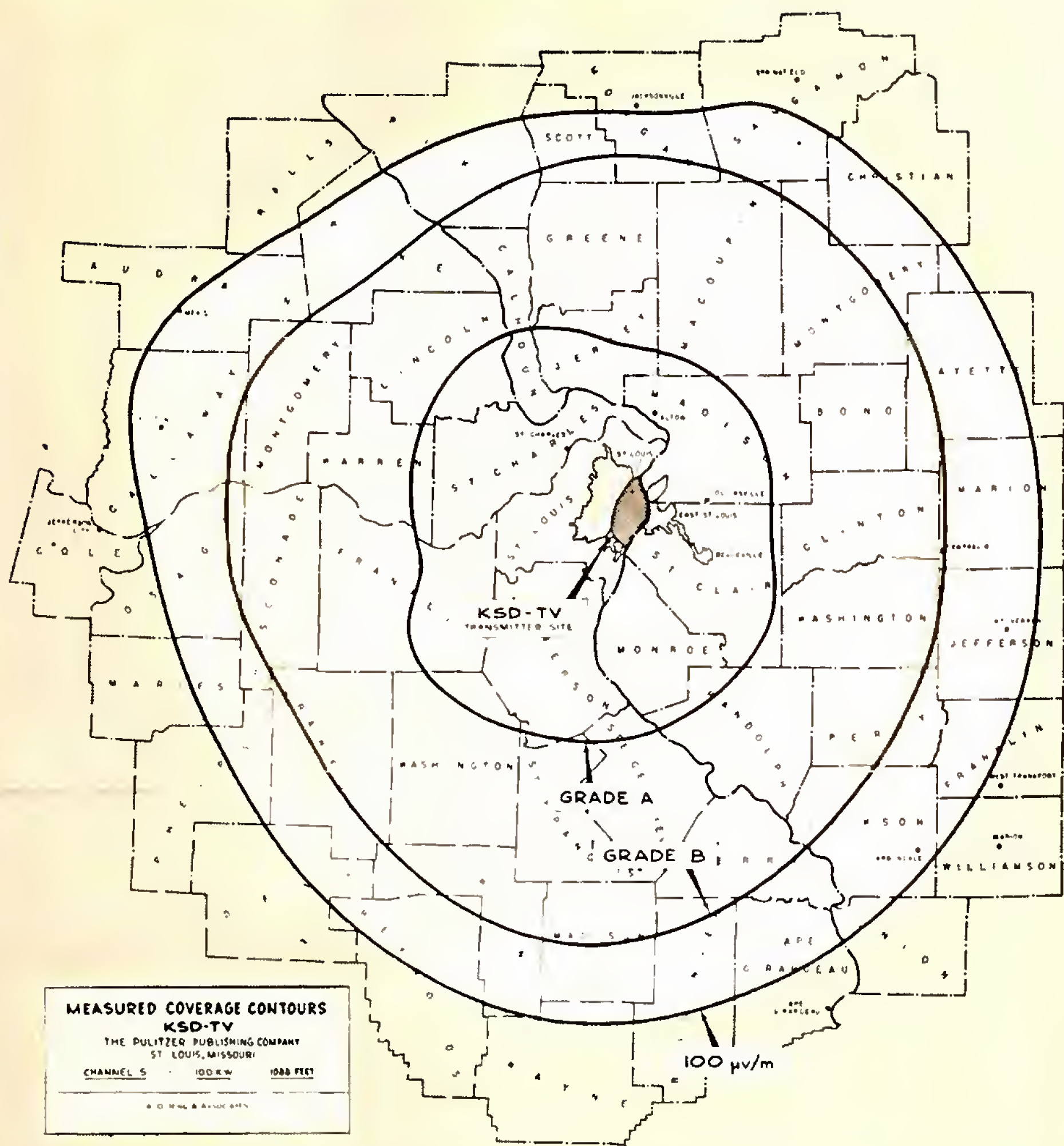
	234,100	72	168,790
BERNALILLO	67,500	91	61,240
CATRON	500	60	300
CHAVES	15,700	79	12,450
COLFAX	3,400	45	1,540
CURRY	8,000	60	4,810
DE BACA	800	58	460
DONA ANA	10,200	85	8,670
EDDY	14,000	72	10,130
GRANT	5,400	59	3,210
GUADALUPE	1,300	65	840
HARDING	300	47	140
HIDALGO	1,400	59	830
LEA	16,400	62	10,160
LINCOLN	2,000	63	1,250
LOS ALAMOS	3,600	77	2,770
LUNA	3,200	63	2,020
McKINLEY	8,300	49	4,060
MORA	1,400	51	710
OTERO	10,200	66	6,730
QUAY	3,700	60	2,220
RIO ARriba	5,700	56	3,210
ROOSEVELT	4,300	57	2,450
SANDOVAL	2,400	61	1,470
SAN JUAN	12,300	54	6,590
SAN MIGUEL	5,100	50	2,550
SANTA FE	10,700	72	7,740
SIERRA	1,600	65	1,040
SOCCORRO	2,300	61	1,400
TAOS	3,000	56	1,690
TORRANCE	1,400	66	920
UNION	1,700	45	760
VALENCIA	6,300	70	4,430

## NEW YORK

	5,079,900	91	4,643,920
ALBANY	90,000	92	82,580
ALLEGANY	13,700	80	10,920
BRONX	434,100	91	393,250
BROOME	62,400	91	56,550
CATTARAUGUS	25,200	92	23,130
CAYUGA	22,000	92	20,190
CHAUTAUQUA	47,700	91	43,330
CHEMUNG	31,300	88	27,520
CHENANGO	12,700	89	11,360
CLINTON	14,500	92	13,400
COLUMBIA	14,300	92	13,210



# ST. LOUIS' TOP TELEVISION BUY...



## Now better than ever...

KSD-TV has added 7,000 square miles to its service area and an increased potential of 100,000 television homes with its new million dollar tower and transmitter. The tower, 1152 feet above ground (1649 feet above sea level) went on the air April 21, 1958.

St. Louis' FIRST\* Television Station has many FIRSTS\*\* audience-wise; is FIRST† choice in St. Louis among most National Advertisers, has now added a PLUS that puts it far out front as St. Louis' Top Television Value.

**NOTE:** KSD-TV CONTINUES the SINGLE RATE policy it has had since the station began in 1947.

\*On the air February 8, 1947.

\*\*ARB reports, 1958, 1959.

†Rorabaugh Reports, 1958, 1959.



Affiliate

ST. LOUIS POST-DISPATCH TELEVISION STATION  
 REPRESENTED NATIONALLY BY NBC SPOT SALES

# KSD-TV

# 5



# TV SET COUNT (continued from page 152)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CORTLAND	12,900	91	11,730
DELAWARE	14,400	84	12,090
DUTCHESS	45,600	90	41,260
ERIE	327,100	92	302,240
ESSEX	10,800	81	8,730
FRANKLIN	12,700	77	9,720
FULTON	17,900	89	16,010
GENESEE	15,100	93	14,070
GREENE	9,200	89	8,160
HAMILTON	1,300	90	1,170
HERKIMER	19,800	92	18,120
JEFFERSON	27,300	82	22,270
KINGS	784,300	93	729,630
LEWIS	6,700	84	5,610
LIVINGSTON	11,600	89	10,300
MADISON	15,200	91	13,820
MONROE	183,900	92	169,000
MONTGOMERY	19,300	90	17,360
NASSAU	392,700	94	368,230
NEW YORK	589,100	89	526,710
NIAAGARA	68,000	93	63,270
ONEIDA	72,300	93	67,330
ONONDAGA	122,100	92	112,520
ONTARIO	18,700	90	16,920
ORANGE	53,500	91	48,810
ORLEANS	10,100	91	9,200
OSWEGO	24,600	92	22,710
OTSEGO	17,300	90	15,550
PITNAM	7,100	86	6,130
QUEENS	567,800	92	522,660
RENSSELAER	44,100	92	40,460
RICHMOND	61,000	93	56,490
ROCKLAND	30,600	93	28,370
ST. LAWRENCE	32,300	77	24,930
SARATOGA	25,800	90	23,290
SCHENECTADY	52,900	91	48,300
SCHOHARIE	7,500	87	6,540
SCHUYLER	4,700	89	4,190
SENECA	6,900	90	6,190
STEBUN	29,700	83	24,660
SUFFOLK	185,500	91	149,930
SULLIVAN	13,700	90	12,390
TIOGA	10,900	90	9,840
TOMPKINS	19,800	86	16,990
ULSTER	34,600	90	31,240
WARREN	13,500	90	12,210
WASHINGTON	14,100	91	12,770
WAYNE	18,000	91	16,410
WESTCHESTER	232,700	94	218,200
WYOMING	9,200	91	8,340
YATES	6,100	89	5,410

## NORTH CAROLINA

	1,107,200	77	850,300
ALAMANCE	21,600	90	19,370
ALEXANDER	3,500	86	3,010
ALLEGHANY	2,100	69	1,440
ANSON	6,000	72	4,320
ASHE	5,000	69	3,440
AVERY	3,100	65	2,000
BEAUFORT	9,500	86	8,160
BERTIE	5,900	70	4,130
BLADEN	6,600	53	3,530
BRUNSWICK	4,500	59	2,640
BUNCOMBE	36,700	75	27,390
BURKE	11,900	80	9,570
CABARRUS	18,100	90	16,210
CALDWELL	11,300	78	8,780
CAMDEN	1,400	75	1,050
CARTERET	6,900	62	4,260
CASWELL	4,300	72	3,090
CATAWBA	18,700	89	16,680
CHATHAM	6,100	67	4,070
CHEROKEE	4,200	48	2,030
CHOWAN	2,900	63	1,820
CLAY	1,300	48	630
CLEVELAND	16,400	78	12,830
COLUMBUS	12,600	57	7,130
CRAVEN	14,300	81	11,550
CUMBERLAND	30,500	60	18,340
CURRITUCK	1,800	74	1,340
DARE	1,300	63	820
DAVIDSON	17,200	87	15,010
DAVIE	3,900	79	3,070
DUPLIN	9,600	62	5,910
DURHAM	29,900	84	25,240
EDGEcombe	12,200	79	9,590
FORSYTH	49,600	88	43,630
FRANKLIN	7,000	58	4,040
GASTON	33,200	81	27,050
GATES	2,300	73	1,690
GRAHAM	1,700	49	830
GRANVILLE	6,800	70	4,760
GREENE	3,600	69	2,500
GUILFORD	61,500	89	54,730
HALIFAX	13,200	68	9,010
HARNETT	13,200	59	7,730
HAYWOOD	10,300	66	6,800
HENDERSON	9,600	66	6,360
HERTFORD	4,800	73	3,510
HOKE	3,300	58	1,920
HYDE	1,400	62	870
IREDELL	15,600	80	12,550

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JACKSON	4,300	60	2,570
JOHNSTON	15,700	66	10,300
JONES	2,300	62	1,420
LEE	6,600	67	4,410
LENOIR	13,500	74	10,040
LINCOLN	6,900	74	5,140
McDOWELL	6,900	71	4,900
MACON	3,900	60	2,330
MADISON	4,300	57	2,440
MARTIN	6,100	70	4,260
MECKLENBURG	74,100	88	65,040
MITCHELL	3,400	61	2,080
MONTGOMERY	4,300	73	3,140
MOORE	8,200	67	5,530
NASH	14,400	68	9,760
NEW HANOVER	21,500	75	16,090
NORTHAMPTON	5,900	73	4,320
ONslow	6,000	68	4,070
ORANGE	9,200	82	7,550
PAMLICO	2,500	62	1,540
PASQUOTANK	7,100	75	5,290
PENDER	4,300	59	2,540
PERQUIMANS	2,500	74	1,860
PERSON	5,400	72	3,870
PITT	14,700	88	12,940
POLK	3,000	83	2,500
RANDOLPH	14,100	83	11,760
RICHMOND	10,100	82	8,290
RORESON	20,100	67	13,510
ROCKINGHAM	17,800	86	15,220
ROWAN	22,400	83	18,640
RUTHERFORD	11,300	81	9,160
SAMPSON	11,500	63	7,190
SCOTLAND	6,200	58	3,620
STANLY	10,900	90	9,760
STOKES	4,800	78	3,730
SURRY	12,000	83	9,960
SWAIN	2,100	48	1,010
TRANSYLVANIA	3,800	60	2,270
TYRRELL	1,200	63	760
UNION	10,900	77	8,340
VANCE	8,500	73	6,240
WAKE	41,100	81	33,140
WARREN	4,900	58	2,820
WASHINGTON	3,000	63	1,880
WATAUGA	4,100	64	2,640
WAYNE	16,900	78	13,140
WILKES	10,900	69	7,560
WILSON	14,100	77	10,910
YADKIN	5,600	79	4,400
YANCEY	3,500	57	1,990

## NORTH DAKOTA

	172,500	71	122,410
ADAMS	1,200	53	640
BARNES	4,800	88	4,220
BENSON	2,100	64	1,350
BILLINGS	500	48	240
BOTTINEAU	2,700	62	1,680
BOWMAN	1,000	49	490
BURKE	1,700	66	1,120
BURLINGHAM	9,800	80	7,840
CASS	19,900	91	18,080
CAVALIER	2,400	55	1,310
DICKEY	2,500	67	1,680
DIVIDE	1,300	48	620
DUNN	1,600	61	980
EDDY	1,200	64	770
EMMONS	2,000	76	1,520
FOSTER	1,500	61	960
GOLDEN VALLEY	800	49	390
GRAND FORKS	13,200	79	10,410
GRANT	1,600	84	1,340
GRIGGS	1,300	88	1,140
HETTINGER	1,800	54	980
KIDDER	1,500	76	1,140
LA MOURE	2,000	67	1,340
LOGAN	1,200	68	810
McHENRY	2,700	82	1,680
McINTOSH	1,700	66	1,130
McKENZIE	1,800	48	860
McLEAN	5,200	58	2,990
MERCER	2,000	61	1,220
MORTON	5,600	83	4,670
MOUNTRAIL	2,500	48	1,190
NELSON	1,600	81	1,300
OLIVER	500	58	290
PEMUNA	3,400	60	2,040
PIERCE	1,900	63	1,200
RAMSEY	3,100	54	1,680
RANSOM	1,900	77	1,460
RENVILLE	1,400	63	880
RICHLAND	5,500	77	4,230
ROLETTE	2,200	54	1,190
SARGENT	1,800	77	1,390
SHERIDAN	1,100	63	690
SIOUX	600	83	500
SLOPE	500	48	240
STARK	4,000	54	2,170
STEELE	1,200	88	1,060
STUTSMAN	6,800	74	5,040
TOWNER	1,200	55	660

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
TRAILL	2,800	88	2,470
WALSH	4,600	60	2,740
WARD	12,300	80	9,790
WELLS	2,600	63	1,640
WILLIAMS	10,400	48	4,960

## OHIO

	2,851,800	92	2,635,890
ADAMS	6,600	89	5,890
ALLEN	31,100	91	28,180
ASHLAND	11,900	92	10,940
ASHTABULA	29,300	92	26,990
ATHENS	12,800	88	11,300
AUGLAIZE	10,500	92	9,620
BELMONT	26,400	92	24,180
BROWN	7,300	89	6,520
RUTLER	53,100	93	49,290
CARROLL	5,600	90	5,040
CHAMPAIGN	9,200	92	8,440
CLARK	39,600	92	36,580
CLERMONT	20,800	92	19,230
CLINTON	9,200	90	8,310
COLUMBIANA	32,800	92	30,120
COSHOCTON	10,000	87	8,670
CRAWFORD	14,200	91	12,890
CUYAHOGA	491,900	93	458,700
DARKE	13,400	91	12,240
DEFIANCE	9,000	91	8,180
DELAWARE	9,500	93	8,840
ERIE	19,600	91	17,800
FAIRFIELD	18,700	93	17,380
FAYETTE	7,800	89	6,920
FRANKLIN	196,800	94	184,600
FULTON	8,700	90	7,810
GALLIA	7,200	88	6,340
GAUGA	10,200	91	9,310
GREENE	22,500	93	20,940
GUERNSEY	11,500	87	10,050
HAMILTON	269,200	92	248,930
HANCOCK	17,000	91	15,430
HARDIN	9,400	91	8,570
HARRISON	5,800	90	5,230
HENRY	7,000	91	6,370
HIGHLAND	9,600	89	8,500
HOCKING	5,700	91	5,190
HOLMES	5,200	89	4,640
HURON	13,400	92	12,320
JACKSON	9,100	90	8,160
JEFFERSON	29,000	92	26,570
KNOX	12,500	92	11,490
LAKE	38,200	93	35,580
LAWRENCE	15,200	92	13,990
LICKING	25,400	91	23,080
LOGAN	11,000	91	10,060
LORAIN	58,400	93	54,350
LUCAS	145,000	93	134,920
MADISON	7,800	90	7,050
MAHONING	82,400	93	76,440
MARION	18,100	92	16,670
MEDINA	16,100	94	15,070
MEIGS	6,800	89	6,070
MERCER	9,200	90	8,280
MIAMI	21,800	94	20,390
MONROE	4,100	89	3,640
MONTGOMERY	159,300	95	150,600
MORGAN	3,500	89	3,100
MORROW	5,600	91	5,090
MUSKINGUM	24,300	88	21,320
NOBLE	3,300	88	2,920
OTTAWA	10,900	91	9,910
PAULDING	5,100	89	4,540
PERRY	7,700	92	7,050
PICKAWAY	8,500	92	7,820
PIKE	7,600	90	6,820
PORTAGE	22,200	92	20,350
PREBLE	9,600	92	8,870
PUTNAM	7,900	89	7,020
RICHLAND	32,500	92	29,840
ROSS	18,100	92	16,710
SANDUSKY	19,300	92	17,790
SCIOTO	30,800	92	28,100
SENECA	17,800	91	16,120
SHELBY	9,400	91	8,550
STARK	97,000	92	89,550
SUMMIT	154,900	93	144,820
TRUMBULL	56,500	92	51,950
TUSCARAWAS	23,300	91	21,160
UNION	6,700	90	6,050
VAN WERT	9,700	90	8,730
VINTON	2,800	91	2,540
WARREN	17,000	92	15,670
WASHINGTON	14,900	89	13,300
WAYNE	19,500	91	17,730
WILLIAMS	9,600	90	8,670
WOOD	20,600	93	19,120
WYANDOT	6,500	89	5,790



STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BEAVER	1,800	56	1,010
BECKHAM	5,800	59	3,420
BLAINE	3,600	79	2,830
BOYD	7,500	70	5,260
BOYD	7,600	78	5,940
CANADIAN	6,700	81	5,640
CARTER	14,500	71	10,360
CHEROKEE	3,300	71	2,340
CHOCTAW	3,800	51	1,920
CHARRON	1,100	52	570
CLEVELAND	11,500	86	9,940
CODAL	1,400	71	990
COMANCHE	18,800	81	15,830
COTTON	2,600	74	1,930
CRAIG	4,100	75	3,060
CREEK	12,500	86	10,740
CUSTER	5,400	66	3,590
DELAWARE	2,900	75	2,170
DEWEY	1,700	67	1,140
ELLIS	2,100	61	1,290
EMERSON	15,300	81	12,410
EMERY	9,400	78	7,290
EMERY	9,500	84	8,000
EMERY	2,200	73	1,610
EMERY	2,400	61	1,460
EMERY	1,600	61	970
EMERY	1,300	65	840
EMERY	2,500	57	1,420
EMERY	4,300	67	2,880
EMERY	8,000	61	4,860
EMERY	2,500	74	1,860
EMERY	2,200	71	1,570
EMERY	15,800	82	12,990
EMERY	2,900	79	2,280
EMERY	4,200	73	3,070
EMERY	1,800	57	1,020
EMERY	6,900	61	4,190
EMERY	5,500	81	4,470
EMERY	5,600	74	4,120
EMERY	1,600	70	1,120
EMERY	4,100	76	3,100
EMERY	5,200	63	3,260
EMERY	3,100	67	2,070
EMERY	2,400	73	1,750
EMERY	1,900	70	1,330
EMERY	4,800	75	3,580
EMERY	3,300	71	2,350

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MUSKOGEE	17,000	84	14,350
NOBLE	2,900	78	2,260
NOWATA	3,400	82	2,780
OKFUSKEE	3,600	71	2,550
OKLAHOMA	136,100	87	118,930
OKMULGEE	11,000	79	8,660
OSAGE	10,100	86	8,690
OTTAWA	8,600	78	6,700
PAWNEE	3,700	78	2,880
PAYNE	11,900	75	8,940
PITTSBURG	9,100	71	6,490
PONTOTOC	9,600	81	7,760
POTTAWATOMIE	14,200	76	10,850
PUSHMATAHA	2,400	50	1,210
ROGER MILLS	1,400	66	930
ROGERS	4,900	82	4,000
SEMINOLE	11,500	78	8,960
SEQUOYAH	3,900	63	2,460
STEPHENS	11,800	79	9,350
TEXAS	3,500	51	1,780
TILLMAN	4,300	71	3,200
TULSA	108,500	91	99,220
WAGONER	3,700	71	2,630
WASHINGTON	12,400	85	10,490
WASHITA	4,000	73	2,910
WOODS	3,800	61	2,330
WOODWARD	3,600	61	2,210

## OREGON

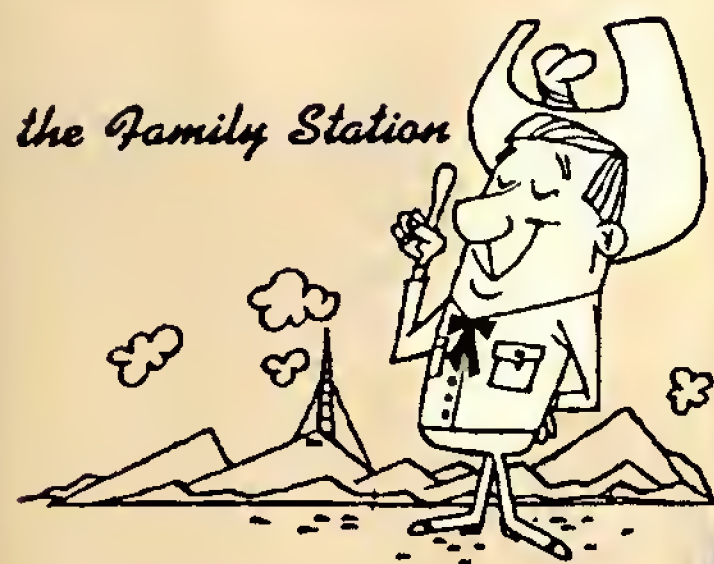
STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BAKER	5,700	58	3,300
BENTON	11,500	68	7,840
CLACKAMAS	34,900	85	29,590
CLATSOP	9,500	69	6,580
COLUMBIA	6,600	66	4,370
COOS	20,400	60	12,230
CROOK	2,400	54	1,290
CUBBY	6,400	60	3,810
DESCHUTES	6,700	54	3,590
DOUGLAS	20,700	67	13,770
GILLIAM	1,100	63	690
GRANT	2,400	51	1,220
HARNEY	1,900	48	920
HOOD RIVER	3,400	61	2,090
JACKSON	23,500	78	18,330

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JEFFERSON	2,500	62	1,550
JOSEPHINE	10,300	67	6,910
KLAMATH	14,700	65	9,570
LAKE	2,000	55	1,090
LANE	47,300	83	39,470
LINCOLN	8,700	61	5,320
LINN	17,000	69	11,680
MALHEUR	6,200	70	4,340
MARION	36,000	80	28,810
MORROW	1,200	64	770
MULTNOMAH	194,800	88	170,980
POLK	6,900	71	4,870
SHERMAN	700	63	440
TILLAMOOK	6,100	65	3,950
UMATILLA	11,200	66	9,360
UNION	4,900	58	2,830
WALLOWA	2,100	58	1,220
WASCO	8,200	62	5,050
WASHINGTON	29,200	87	25,300
WHEELER	800	51	410
YAMHILL	8,900	68	6,040

## PENNSYLVANIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAMS	12,700	85	10,830
ALLEGHENY	476,600	93	443,670
ARMSTRONG	22,400	92	20,550
BEAVER	57,200	93	53,220
BEDFORD	10,700	92	9,830
BERKS	80,600	91	73,200
BLAIR	39,900	91	36,440
BRADFORD	15,400	89	13,700
BUCKS	86,800	93	80,850
BUTLER	27,900	93	25,980
CAMBRIA	56,900	92	52,210
CAMERON	1,900	72	1,370
CARBON	14,900	89	13,320
CENTRE	16,500	89	14,690
CHESTER	52,500	93	48,640
CLARION	10,200	91	9,250
CLEARFIELD	22,000	92	20,300
CLINTON	10,800	78	8,450
COLUMBIA	15,400	81	12,450
CRAWFORD	23,200	88	20,320

# THE NUMBER 1 NEWS STORY IN DENVER



RIFLEMAN 1

NAKED CITY 2

MAVERICK 3

LEAVE IT TO BEAVER 6

LAWMAN 7

ALCOA PRESENTS 9

**KBTU**  
CHANNEL



**PLACES SIX IN TOP TEN**

SAYS NIELSEN FOR MAY

According to the Nielsen Station Index . . . Denver's ABC affiliate is tied for first place in total homes reached during the vital 6-midnite time segment!

So, with 6 of the top 10 and a tie for most homes reached . . . how can you cover the Denver Market without KBTU?

JOHN C. MULLINS  
President

JOE HEROLD  
Station Mgr.

SEE YOUR  
P G W COLONEL



## TV SET COUNT (continued from page 155)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CUMBERLAND	33,300	86	28,750
DAUPHIN	66,400	91	60,300
DELAWARE	154,900	93	143,440
ELK	9,400	74	6,970
ERIE	69,400	93	64,220
FAYETTE	49,800	93	46,150
FOREST	1,100	71	780
FRANKLIN	22,200	88	19,530
FULTON	2,500	78	1,960
GREENE	12,000	85	10,180
HUNTINGDON	10,800	90	9,700
INDIANA	20,200	91	18,340
JEFFERSON	13,500	91	12,280
JUNIATA	4,000	69	2,770
LACKAWANNA	72,300	90	65,290
LANCASTER	69,700	92	63,970
LAWRENCE	30,800	91	28,150
LEBANON	24,400	91	22,240
LEHIGH	59,300	93	55,250
LUZERNE	102,800	89	91,910
LYCOMING	31,200	75	23,510
McKEAN	15,900	79	12,646

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MERCER	33,400	91	30,340
MIFFLIN	11,600	90	10,480
MONROE	10,300	90	9,250
MONTGOMERY	134,200	93	125,260
MONTOUR	3,500	81	2,940
NORTHAMPTON	54,200	93	50,500
NORTHUMBERLAND	31,700	76	24,020
PERRY	6,500	69	4,500
PHILADELPHIA	645,700	91	584,946
PIKE	3,000	79	2,360
POTTER	4,500	72	3,220
SCHUYLKILL	52,900	89	46,930
SNYDER	6,000	70	4,200
SOMERSET	21,200	84	17,810
SULLIVAN	1,500	85	1,270
SUSQUEHANNA	8,100	89	7,210
TIOGA	10,400	83	8,610
UNION	5,900	70	4,130
VENANGO	18,600	79	14,670
WARREN	12,000	82	9,810
WASHINGTON	63,200	94	59,120
WAYNE	7,100	79	5,620

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WESTMORELAND	95,000	94	89,350
WYOMING	4,600	85	3,900
YORK	65,800	92	60,360

### RHODE ISLAND

	246,900	92	228,150
BRISTOL	9,100	93	8,420
KENT	26,300	93	24,340
NEWPORT	18,800	92	17,330
PROVIDENCE	176,400	92	163,080
WASHINGTON	16,300	92	14,980

### SOUTH CAROLINA

	583,700	75	438,780
ABBEVILLE	5,600	73	4,070
AIKEN	21,700	73	15,790
ALLENDALE	3,800	57	2,180
ANDERSON	23,800	76	18,150
BAMBERG	4,000	57	2,290
BARNWELL	6,700	57	3,840
BEAUFORT	7,100	71	5,060
BERKELEY	7,100	76	5,430
CALHOUN	3,300	61	2,010
CHARLESTON	55,500	86	47,500
CHEROKEE	9,900	79	7,840
CHESTER	8,100	76	6,170
CHESTERFIELD	8,100	70	5,630
CLARENDON	6,600	64	4,200
COLLETON	7,200	73	5,230
DARLINGTON	12,600	69	8,720
DILLON	6,700	71	4,750
DORCHESTER	5,600	77	4,310
EDGEFIELD	3,700	64	2,360
FAIRFIELD	4,800	72	3,440
FLORENCE	21,100	79	16,670
GEORGETOWN	8,200	76	6,210
GREENVILLE	56,800	84	47,860
GREENWOOD	13,300	77	10,280
HAMPTON	4,400	71	3,140
HORRY	16,500	55	9,060
JASPER	2,600	71	1,840
KERSHAW	7,500	77	5,750
LANCASTER	9,400	76	7,140
LAURENS	11,700	63	7,360
LEE	4,700	74	3,490
LEXINGTON	13,200	75	9,890
McCORMICK	2,100	72	1,520
MARION	8,000	71	5,680
MARLBORO	6,900	70	4,820
NEWBERRY	8,200	69	5,670
OCONEE	9,200	64	5,860
ORANGEBURG	16,700	67	11,110
PICKENS	10,300	66	6,750
RICHLAND	41,900	84	35,070
SALUDA	3,700	64	2,360
SPARTANBURG	42,600	79	33,490
SUMTER	14,000	69	9,710
UNION	7,600	71	5,390
WILLIAMSBURG	9,100	76	6,960
YORK	22,100	76	16,730

### SOUTH DAKOTA

	200,200	66	132,750
AURORA	1,200	48	570
BEADLE	6,800	54	3,670
BENNETT	800	51	410
BON HOMME	2,200	75	1,660
BROOKINGS	5,500	70	3,870
BROWN	10,600	65	6,860
BRULE	1,900	53	1,010
BUFFALO	400	58	230
BUTTE	2,300	45	1,030
CAMPBELL	800	45	360
CHARLES MIX	3,500	53	1,870
CLARK	2,200	65	1,420
CLAY	3,000	87	2,620
CODINGTON	6,100	64	3,910
CORSON	1,500	44	660
CUSTER	1,600	44	710
DAVISON	5,600	63	3,510
DAY	3,300	65	2,160
DEUEL	1,500	64	960
DEWEY	1,100	45	490
DOUGLAS	1,200	48	570
EDMUNDS	1,700	45	760
FALL RIVER	3,300	51	1,690
FAULK	1,200	53	630
GRANT	2,800	66	1,840
GREGORY	2,300	50	1,140
HAakon	700	41	290
HAMLIN	1,900	64	1,220
HAND	1,800	54	970
HANSON	1,300	63	820
HARDING	500	44	220
HUGHES	3,500	60	2,090
HUTCHINSON	3,400	75	2,550
HYDE	700	59	410
JACKSON	500	40	200
JERAULD	1,000	53	530
JONES	600	50	300

*Why take a little?*



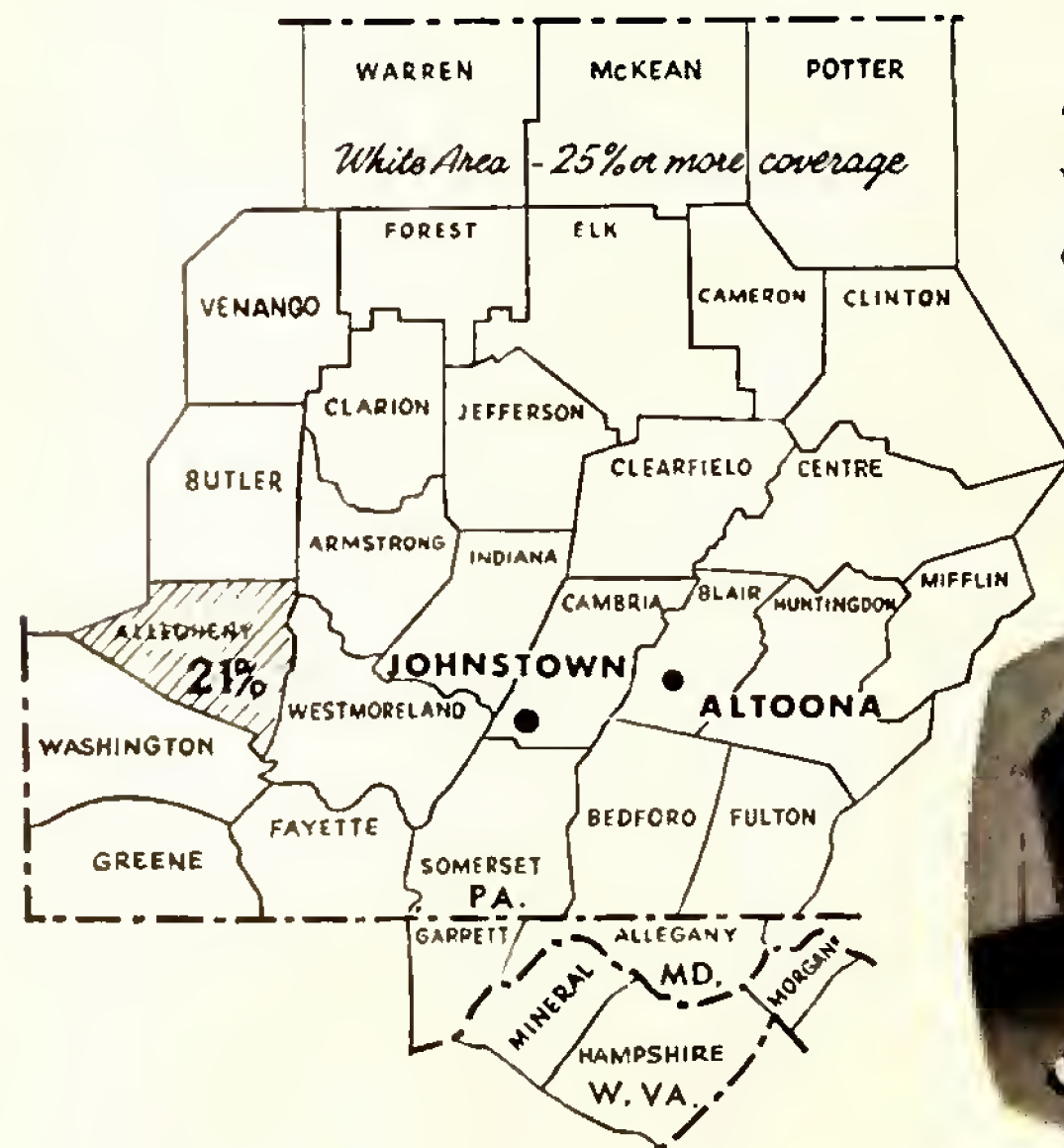
**Get full Coverage**  
*with*  
**WJAC-TV**  
in the Johnstown-Altoona area

Why settle for WFBG-TV's 28.1 share of audience when WJAC-TV covers the market like a circus tent with a 71.9, sign-on to sign-off, all week long? You get ALL the audience you're paying for when you buy WJAC-TV.

Figures from ARB, November, 1958

## TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



The competition just can't touch WJAC-TV. Leading its nearest competitor by nearly 3 to 1, it's easy to see that WJAC-TV is the one to buy--the one that delivers the audience.



Ask for full details from **HARRINGTON, RIGHTER & PARSONS, INC.**



STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
INGSBURY	2,900	70	2,040
LAKE	3,000	81	2,420
LAWRENCE	5,600	43	2,420
LINCOLN	3,700	87	3,220
LYMAN	1,100	55	610
McCOOK	2,400	80	1,930
McPHERSON	1,700	44	750
MARSHALL	2,100	66	1,390
MADE	2,300	43	990
ELLETTE	600	52	310
MINER	1,700	66	1,120
MINNEAPOLIS	27,400	94	25,750
MOODY	2,700	80	2,170
MUNNINGTON	20,000	64	12,810
MYRICKS	1,700	45	760
NOTTER	1,300	44	570
OBERTS	3,400	66	2,240
ONBORN	1,400	64	890
ONNOR	1,800	51	920
PINK	3,100	51	1,680
STANLEY	800	49	390
ULLY	700	41	310
ODD	1,300	51	880
RIPP	2,700	56	1,510
URNER	3,300	87	2,860
ONION	3,200	87	2,780
ALWORTH	2,400	45	1,080
ASHBAUGH	200	45	90
ANKTON	4,800	75	3,610
IEBACH	600	43	260

#### TENNESSEE

	936,100	76	715,570
ANDERSON	15,500	78	12,080
EDFORD	6,000	73	4,350
ENTON	2,500	53	1,320
LEDSON	1,500	69	1,040
LOUNT	16,400	85	13,930
RADLEY	9,100	75	7,050
AMPBELL	7,500	64	4,810
ANNON	2,000	74	1,470
ARROLL	6,900	57	3,910
ARTER	11,200	74	8,340
HEATHAM	2,100	77	1,620
HESTER	2,100	57	1,200
LAIBORNE	4,700	52	2,430
LAY	1,700	56	960

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
COCKE	5,300	55	2,930
COFFEE	8,500	73	6,230
CROCKETT	4,700	69	3,230
CUMBERLAND	4,700	50	2,370
DAVIDSON	107,000	89	94,740
DECATUR	1,500	53	790
DE KALB	2,300	69	1,580
DICKSON	4,700	69	3,220
DYER	7,900	77	6,100
FAYETTE	6,100	72	4,380
FENTRESS	3,000	52	1,550
FRANKLIN	6,100	48	2,930
GIBSON	11,500	65	7,470
GILES	6,700	52	3,500
GRAINGER	2,900	51	1,490
GREENE	11,100	60	6,660
GRUNDY	2,400	59	1,410
HAMBLETON	8,200	55	4,530
HAMILTON	74,000	81	62,090
HANCOCK	1,900	51	970
HARDEMAN	4,900	61	3,140
HARDIN	4,100	57	2,330
HAWKINS	8,000	55	4,380
HAYWOOD	5,900	69	4,050
HENDERSON	3,200	53	1,680
HENRY	5,700	54	3,100
HICKMAN	2,700	89	1,850
HUGSTON	1,100	72	790
HUMPHREYS	2,700	71	1,920
JACKSON	2,100	56	1,180
JEFFERSON	5,100	56	2,860
JOHNSON	2,700	61	1,640
KNOX	68,800	89	61,220
LAKE	3,100	58	1,810
LAUDERDALE	6,100	72	4,400
LAWRENCE	6,400	56	3,610
LEWIS	1,500	68	1,020
LINCOLN	6,300	48	3,020
LOUDON	6,500	70	4,580
McMINN	8,800	59	5,230
McNAIRY	4,700	57	2,680
MACON	3,000	68	2,050
MADISON	17,800	71	12,560
MARION	5,000	69	3,470
MARSHALL	4,600	72	3,330
MAURY	11,700	74	8,620
MEIGS	1,300	60	780
MONROE	5,900	72	4,220
MONTGOMERY	10,600	81	8,590

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MOORE	1,000	48	480
MORGAN	2,600	52	1,340
OBION	7,500	58	4,370
OVERTON	3,400	56	1,920
PERRY	1,200	18	580
PICKETT	1,000	52	520
POLK	3,000	72	2,150
PITTMAN	7,500	61	4,560
RHEA	4,200	60	2,510
ROANE	10,600	78	8,250
ROBERTSON	7,400	77	5,680
RUTHERFORD	11,800	81	9,520
SCOTT	3,800	52	1,970
SEQUATCHIE	1,300	69	900
SEVIER	6,300	56	3,550
SHELBY	162,800	90	145,890
SMITH	2,600	68	1,780
STEWART	1,800	72	1,290
SULLIVAN	29,300	74	21,600
SUMNER	8,900	84	7,820
TIPTON	7,600	74	5,630
TROUSDALE	1,000	68	680
UNICOI	3,700	56	2,070
UNION	2,100	52	1,090
VAN BUREN	8,000	70	420
WARREN	6,900	59	4,040
WASHINGTON	16,900	79	13,340
WAYNE	2,800	49	1,360
WEAVER	5,800	53	3,090
WHITE	3,700	51	1,870
WILLIAMSON	8,100	84	5,140
WILSON	7,600	71	5,400

#### TEXAS

	2,723,100	80	2,166,000
ANDERSON	7,900	64	5,040
ANDREWS	3,100	67	2,080
ANGELINA	11,500	67	7,700
ARKANSAS	1,100	58	640
ARCHER	1,700	73	1,240
ARMSTRONG	400	80	320
ATASCOSA	4,700	76	3,590
AUSTIN	3,800	67	2,560
BAILEY	2,200	80	1,750
BANDERA	1,200	78	930
BASTROP	4,800	63	3,040
BAYLOR	1,600	73	1,170

NOW ... get Columbia and Florence with ... ONE BUY

#### PROOF:

February, 1959, Florence,  
S. C. ARB "A-Z" shows  
these WIS-TV percentages:

- 89% able to receive
- 75% view more than 3 times per week
- 51% average daily circulation before 6 p. m.
- 69% average daily circulation after 6 p. m.

A NEW 1526' TALL TOWER

Represented Nationally by—  
PETERS, GRIFFIN & WOODWARD, INC.

THE

Major Selling Force

IN SOUTH CAROLINA

channel 10

WIS-TV





# TV SET COUNT (continued from page 157)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BEE	6,000	67	3,990
BELL	25,200	80	20,040
BEXAR	176,400	86	151,210
BLANCO	1,100	73	800
BORDEN	200	75	150
BOSQUE	2,800	67	1,870
BOWIE	20,200	76	15,320
BRAZORIA	18,300	86	15,790
BRAZOS	13,000	66	8,550
BREWSTER	1,600	49	780
BRISCOE	900	59	530
BROOKS	2,500	61	1,520
BROWN	8,800	63	5,530
BURLESON	2,800	66	1,850
BURNET	2,700	73	1,970
CALDWELL	4,500	72	3,250
CALHOUN	3,300	59	1,940
CALLAHAN	2,100	65	1,360
CAMERON	41,700	70	29,010
CAMP	2,300	63	1,460
CARSON	1,800	79	1,430
CASS	5,800	73	4,210
CASTRO	1,400	69	960
CHAMBERS	2,200	84	1,840
CHEROKEE	9,300	64	5,930
CHILDRESS	2,900	57	1,640
CLAY	2,200	80	1,770
COCHRAN	1,400	79	1,110
COKE	1,000	71	710
COLEMAN	3,300	68	2,240
COLLIN	13,000	84	10,910
COLLINGSWORTH	2,100	57	1,190
COLORADO	4,900	64	3,140
COMAL	6,100	73	4,440
COMANCHE	3,500	58	2,030
CONCHO	1,200	59	710
COOKE	7,100	80	5,700
CORYELL	4,100	74	3,030
COTTLE	1,300	55	720
CRANE	1,700	61	1,040
CROCKETT	1,200	53	630
CROSBY	2,500	76	1,910
CULBERSON	500	66	330
DALLAM	2,300	82	1,880
DALLAS	277,700	90	248,960
DAWSON	4,700	67	3,140
DEAF SMITH	3,800	68	2,580
DELTA	1,700	61	1,030
DENTON	12,700	84	10,730
DE WITT	6,100	65	3,990
DICKENS	1,700	61	1,040
DIMMIT	2,400	57	1,360
DONLEY	1,500	73	1,100
DUVAL	2,900	62	1,810
EASTLAND	6,400	65	4,150
ECTOR	24,600	78	19,110
EDWARDS	800	50	400
ELLIS	12,400	81	10,090
EL PASO	79,900	84	67,160
ERATH	4,700	67	3,140
FALLS	6,400	66	4,210
FANNIN	7,100	65	4,590
FAYETTE	5,600	64	3,580
FISHER	2,200	71	1,560
FLOYD	2,800	76	2,120
FOARD	900	66	590
FORT BEND	8,700	82	7,130
FRANKLIN	1,200	61	730
FREESTONE	3,400	60	2,050
FRIO	2,700	76	2,060
GAINES	2,400	67	1,610
GALVESTON	38,800	84	32,700
GARZA	1,800	73	1,320
GILLESPIE	3,100	60	1,870
GLASSCOCK	200	70	140
GOLIAD	1,300	67	870
GONZALES	5,400	72	3,910
GRAY	9,300	74	6,850
GRAYSON	25,400	78	19,820
GREGG	22,200	75	16,730
GRIMES	3,300	72	2,380
GUADALUPE	7,400	79	5,850
HALE	11,000	78	8,570
HALL	2,800	60	1,670
HAMILTON	2,700	67	1,810
HANSFORD	1,200	83	1,000
HARDEMAN	2,900	67	1,930
HARDIN	5,800	62	3,620
HARRIS	367,600	89	325,580
HARRISON	14,000	70	9,860
HARTLEY	500	82	410
HASKELL	3,000	72	2,170
HAYS	5,200	73	3,790
HENRI HILL	1,200	59	710
HENDERSON	5,600	59	3,300
HIDALGO	47,200	72	33,890
HILL	7,900	87	6,890
HOCKLEY	6,100	80	4,850
HOOD	1,300	79	1,030
HOPKINS	5,900	61	3,600
HOUSTON	5,000	59	2,960
HOWARD	9,800	74	7,240
HUDSPETH	700	63	440
HUNT	12,900	85	10,910
HUTCHINSON	10,800	89	9,630

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
IRION	300	67	200
JACK	1,800	79	1,420
JACKSON	3,600	67	2,410
JASPER	5,300	61	3,210
JEFF DAVIS	300	60	180
JEFFERSON	70,000	83	58,290
JIM HOGG	1,100	53	580
JIM WELLS	7,900	59	4,680
JOHNSON	11,300	86	9,690
JONES	5,800	71	4,110
KARNES	3,900	66	2,590
KAUFMAN	7,000	80	5,620
KENDALL	1,600	78	1,240
KENEDY	100	60	60
KENT	400	60	240
KERR	4,300	60	2,590
KIMBLE	1,200	60	720
KING	200	60	120
KINNEY	500	56	280
KLERERG	7,100	60	4,260
KNOX	2,100	66	1,390
LAMAR	12,900	51	6,550
LAMB	6,000	79	4,760
LAMPASAS	2,900	73	2,120
LA SALLE	1,800	62	1,120
LAVACA	5,300	65	3,470
LEE	2,200	64	1,400
LEON	2,500	63	1,580
LIBERTY	7,900	83	6,590
LIMESTONE	5,300	66	3,490
LIPSCOMB	1,000	58	580
LIVE OAK	1,900	62	1,180
LLANO	1,600	56	890
LOVING	100	50	50
LUBBOCK	49,800	81	40,170
LYNN	2,800	74	2,060
McCULLOCH	2,600	59	1,540
McCLENNAN	43,300	84	36,550
McMULLEN	300	60	180
MADISON	1,600	63	1,000
MARION	2,200	73	1,600
MARTIN	1,400	67	940
MASON	1,300	55	720
MATAGORDA	7,600	67	5,090
MAVERICK	3,000	57	1,700
MEDINA	4,700	77	3,640
MENARD	1,000	59	590
MIDLAND	18,000	82	14,790
MILAM	6,600	64	4,240
MILLS	1,400	73	1,020
MITCHELL	3,900	72	2,810
MONTAGUE	4,400	80	3,530
MONTGOMERY	7,000	77	5,420
MOORE	5,400	82	4,410
MORRIS	2,400	72	1,730
MOTLEY	1,000	57	570
NACOGDOCHES	7,900	62	4,890
NAVARRO	10,600	82	8,720
NEWTON	2,300	60	1,390
NOLAN	6,000	71	4,250
NUECES	69,100	79	54,910
OCHILTREE	2,000	60	1,190
OLDHAM	400	68	270
ORANGE	17,400	77	13,470
PALO PINTO	7,000	79	5,560
PANOLA	4,100	52	2,140
PARKER	7,500	79	5,950
PARNER	1,800	68	1,220
PECOS	2,700	52	1,400
POLK	3,600	68	2,430
POTTER	42,100	88	37,000
PRESIDIO	1,400	48	670
RAINS	600	80	480
RANDALL	7,200	82	5,870
REAGAN	900	64	580
REAL	700	61	430
RED RIVER	4,900	57	2,810
REEVES	4,900	57	2,800
REFUGIO	2,600	59	1,530
ROBERTS	300	60	180
ROBERTSON	4,600	64	2,950
ROCKWALL	1,400	78	1,090
RUNNELS	4,200	68	2,850
RUSK	12,100	68	8,210
SABINE	1,700	60	1,020
SAN AUGUSTINE	1,600	57	910
SAN JACINTO	1,600	68	1,080
SAN PATRICIO	10,100	72	7,290
SAN SABA	2,200	55	1,220
SCHLEICHER	700	53	370
SCURRY	8,000	70	5,580
SHACKELFORD	1,100	65	720
SHELBY	5,300	53	2,790
SHERMAN	700	80	560
SMITH	24,200	75	18,230
SOMERVELL	800	68	540
STARR	3,100	54	1,670
STEPHENS	3,100	65	2,010
STERLING	200	65	130
STONEWALL	900	70	630
SUTTON	900	53	480
SWISHER	2,400	68	1,640
TARRANT	178,900	88	156,540
TAYLOR	25,300	79	20,030

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
TERRELL	800	53	420
TERRY	4,800	76	3,640
THROCKMORTON	800	73	580
TITUS	5,100	57	2,930
TOM GREEN	22,200	76	16,890
TRAVIS	59,200	81	47,920
TRINITY	2,200	67	1,480
TYLER	2,800	64	1,780
UPSHUR	4,700	63	2,980
UPTON	1,600	65	1,040
UVALDE	4,900	60	2,920
VAL VERDE	5,000	50	2,490
VAN ZANDT	5,000	80	4,020
VICTORIA	16,200	62	10,080
WALKER	4,100	72	2,970
WALLER	3,000	78	2,330
WARD	4,500	62	2,770
WASHINGTON	4,900	70	3,420
WEBB	15,800	60	9,550
WHARTON	9,800	75	7,390
WHEELER	2,200	56	1,240
WICHITA	35,500	83	29,290
WILBARGER	5,400	73	3,940
WILLACY	5,400	61	3,270
WILLIAMSON	10,500	78	8,170
WILSON	3,100	79	2,440
WINKLER	3,500	61	2,150
WISE	4,100	78	3,210
WOOD	4,800	63	3,040
YOAKUM	1,000	76	760
YOUNG	4,500	72	3,240
ZAPATA	1,000	54	540
ZAVALA	2,800	60	1,670

## UTAH

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BEAVER	1,000	43	430
BOX ELDER	6,000	91	5,450
CACHE	10,000	88	8,840
CARBON	7,400	59	4,340
DAGGETT	100	40	40
DAVIS	14,800	93	13,790
DUCHESNE	1,700	49	830
EMERY	1,400	59	820
GARFIELD	700	43	300
GRAND	1,600	63	1,000
IRON	2,800	41	1,160
JUAB	1,400	65	910
KANE	700	41	290
MILLARD	2,100	65	1,360
MORGAN	700	80	560
PIUTE	300	43	130
RICH	400	80	320
SALT LAKE	108,200	95	102,520
SAN JUAN	1,400	49	690
SANPETE	3,200	64	2,060
SEVIER	2,900	64	1,870
SUMMIT	1,400	81	1,130
TOOELE	5,100	85	4,330
UINTAH	2,600	48	1,260
UTAH	27,500	93	25,470
WASATCH	1,300	81	1,050
WASHINGTON	2,700	42	1,130
WAYNE	300	43	130
WEBER	31,800	93	29,620

## VERMONT

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADDISON	4,900	86	4,190
BENNINGTON	7,300	88	6,460
CALEDONIA	6,700	83	5,570
CHITTENDEN	18,200	92	16,670
ESSEX	1,500	89	1,330
FRANKLIN	8,100	87	7,020
GRAND ISLE	800	88	700
LANOILLE	2,800	87	2,430
ORANGE	4,300	83	3,580
ORLEANS	5,300	88	4,660
RUTLAND	12,700	88	11,170
WASHINGTON	12,100	89	10,770
WINDHAM	8,300	78	6,470
WINDSOR	12,000	82	9,840

## VIRGINIA

	1,016,400	80	816,24
ACCOMACK	10,000	66	6,59
ALBEMARLE	14,900	66	9,79
ALLEGHANY	7,200	77	5,55
AMELIA	1,700	70	1,19
AMHERST	4,700	73	3,4
APPOMATTOX	1,900	73	1,39
ARLINGTON	74,800	90	67,22
AUGUSTA	19,800	66	13,06
RATH	1,500	60	90
BEDFORD	8,000	65	5,2
BLAND	1,400	61	8
BOTETOURT	4,100	77	3,1
BRUNSWICK	4,200	61	2,5
BUCHANAN	8,100	59	4,7
RUCKINGHAM	2,600	64	1,6



STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
AMPSHIRE	22,800	80	18,210
AROLINE	2,800	78	2,170
ARROLL	7,800	58	4,550
CHARLOTTE	3,600	70	2,520
CHARLES CITY	1,000	78	780
HESTERFIELD	14,700	88	12,900
LABKE	1,900	77	1,470
RAIG	800	76	610
ULPEPER	3,500	72	2,530
UMBERLAND	1,600	63	1,010
DICKENSON	5,100	57	2,920
INWIDDIE	14,100	89	12,550
ESSEX	1,600	78	1,240
AIRFAX	57,700	92	53,270
PAUQUIER	6,100	77	4,720
LOYD	2,600	58	1,510
LIVANNA	1,900	64	1,220
BANKLIN	6,400	65	4,190
REDEBICK	10,100	83	8,420
GILES	4,800	76	3,650
LOUCESTER	3,100	79	2,440
GOCHILAND	1,800	76	1,370
RAYSON	4,600	63	2,910
REENE	1,200	64	770
REENSVILLE	4,100	70	2,860
ALIFAX	9,800	77	7,550
ANOVER	6,600	76	5,040
ENRICO	94,800	89	84,220
ENRY	13,900	78	10,850
HIGHLAND	800	61	490
LE OF WIGHT	4,000	66	2,630
AMES CITY	2,900	79	2,280
ING AND QUEEN	1,500	78	1,170
ING GEORGE	1,600	74	1,180
ING WILLIAM	1,900	78	1,480
LANCASTER	2,500	74	1,860
LEE	6,600	61	4,040
LOUDOUN	5,800	88	5,080
LOUISA	3,400	76	2,590
LNENBURG	3,500	61	2,120
LADISON	2,100	64	1,340
LATHEWS	1,800	79	1,420
LECKLENBURG	7,900	69	5,490
MIDDLESEX	1,900	78	1,490
MONTGOMERY	10,500	87	9,130
ANSEMOND	11,000	80	8,800
NELSON	3,300	73	2,410
NEW KENT	1,100	77	850
NEWPORT NEWS	50,000	89	44,700
NORFOLK	138,000	90	123,920
NORTHAMPTON	4,600	65	3,000
NORTHUMBERLAND	2,500	74	1,850
NOTTOWAY	3,800	70	2,650
ORANGE	3,400	72	2,450
PAGE	3,900	69	2,700
PATRICK	3,800	58	2,220
PITTSYLVANIA	27,900	74	20,540
POWHATAN	1,200	76	910
PRINCE EDWARD	3,800	70	2,660
PRINCE GEORGE	13,000	78	10,080
PRINCESS ANNE	26,100	84	21,910
PRINCE WILLIAM	7,800	87	6,820
PULASKI	7,700	76	5,850
RAPPAHANNOCK	1,300	64	830
RICHMOND	1,500	74	1,110
ROANOKE	43,000	89	38,130
ROCKBRIDGE	7,700	60	4,630
ROCKINGHAM	13,700	76	10,450
RUSSELL	6,400	57	3,670
SCOTT	6,800	62	4,240
SHENANDOAH	5,800	69	4,020
SMYTH	7,100	63	4,490
SOUTHAMPTON	6,300	65	4,120
SPOTSYLVANIA	7,000	76	5,300
STAFFORD	3,700	76	2,810
SURRY	1,500	79	1,180
SUSSEX	3,000	70	2,100
TAEWELL	11,400	62	7,030
VARIEN	4,000	78	3,100
WASHINGTON	13,200	60	7,950
WESTMORELAND	2,700	74	2,010
WISE	12,300	63	7,730
WYTHE	5,500	61	3,360
YORK	5,200	79	4,090

<b>WASHINGTON</b>	<b>907,200</b>	<b>83</b>	<b>757,190</b>
ADAMS	3,500	80	2,790
ASOTIN	4,200	70	2,940
BENTON	22,800	68	15,460
BHELAN	14,600	69	10,020
LALLAM	9,600	82	7,890
LARK	26,900	86	23,200
OLI MBIA	1,600	69	1,110
OWLITZ	19,100	73	13,860
DOUGLAS	4,600	61	2,810
FERRY	1,100	69	760
FRANKLIN	6,400	72	4,610
BARFIELD	900	70	630
GRANT	15,100	69	10,380
GRAYS HARBOR	19,300	71	13,790
SLAND	5,000	85	4,260
JEFFERSON	2,200	83	1,830

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
KING	300,200	88	263,370
KITSAP	26,300	90	23,620
KITTITAS	6,100	64	3,880
Klickitat	4,200	63	2,640
LEWIS	14,400	75	10,800
LINCOLN	3,500	79	2,780
MASON	5,000	83	4,170
OKANOGAN	8,800	61	5,400
PACIFIC	5,400	65	3,490
PEND OREILLE	2,300	70	1,600
PIERCE	95,600	89	85,360
SAN JUAN	1,100	85	930
SKAGIT	16,600	77	12,770
SKAMANIA	1,800	76	1,370
SNOHOMISH	47,500	89	42,220
SPOKANE	93,900	89	83,710
STEVENS	6,400	69	4,440
THURSTON	16,500	85	13,960
WAHIAKUM	1,000	64	640
WALLA WALLA	13,300	68	9,020
WILATCOM	24,600	76	18,580

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WHITMAN	9,100	73	6,610
YAKIMA	46,700	85	39,490
<b>WEST VIRGINIA</b>			
	<b>512,300</b>	<b>77</b>	<b>391,890</b>
BARBOUR	4,100	59	2,580
BERKELEY	7,800	81	6,340
BOONE	7,600	77	5,870
BRANTON	3,500	55	1,910
BBOOKE	6,700	93	6,230
CABELL	34,400	92	31,540
CALHOUN	1,900	63	1,200
CLAY	3,200	65	2,080
DODDRIDGE	1,900	50	1,070
FAYETTE	20,100	75	15,120
GILMER	1,800	52	930
GRANT	2,000	58	1,150
GREENRRIER	8,900	75	6,660
HAMPSHIRE	2,800	59	1,640
HANCOCK	10,100	91	9,240

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### KOMO-TV CHANNEL 4

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# TV SET COUNT (continued from page 159)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
HARDY	2,000	58	1,150
HARRISON	22,000	63	13,830
JACKSON	3,300	63	2,090
JEFFERSON	4,200	86	3,610
KANAWHA	70,900	89	62,750
LEWIS	4,400	58	2,560
LINCOLN	4,600	85	3,890
LOGAN	17,800	80	14,310
McDOWELL	20,000	76	15,250
MARION	19,600	80	15,770
MARSHALL	8,800	89	7,800
MASON	5,900	84	4,980
MERCER	20,300	75	15,310
MINERAL	5,500	59	3,240
MINGO	11,000	81	8,870
MONONGALIA	16,200	83	13,490
MONROE	2,900	64	1,850
MORGAN	2,000	59	1,180
NICHOLAS	6,500	65	4,220
OHIO	22,700	92	20,890

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
PENDLETON	2,000	58	1,150
PLEASANTS	1,300	72	930
POCAHONTAS	2,600	57	1,490
PRESTON	7,400	67	4,960
PUTNAM	5,000	84	4,220
RALEIGH	33,100	69	15,900
RANDOLPH	7,100	60	4,250
RITCHIE	2,700	52	1,400
ROANE	3,600	63	2,270
SUMMERS	4,100	64	2,620
TAYLOR	4,200	67	2,810
TUCKER	2,100	58	1,210
TYLER	2,300	71	1,640
UPSHUR	4,700	59	2,760
WAYNE	8,500	81	6,880
WEBSTER	3,800	58	2,190
WETZEL	4,500	71	3,210
WIRT	1,100	65	710
WOOD	25,300	68	17,250
WYOMING	9,200	70	6,440

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
<b>WISCONSIN</b>			
	1,134,900	89	1,008,620
ADAMS	2,200	72	1,580
ASHLAND	5,400	80	4,320
BARRON	10,300	83	8,570
BAYFIELD	3,300	75	2,480
BROWN	32,400	92	29,810
RUFFALO	3,700	81	3,100
BURNETT	2,100	77	1,610
CALUMET	4,900	90	4,400
CHIPPEWA	13,400	84	10,450
CLARK	8,900	79	7,010
COLUMBIA	12,200	83	10,130
CRAWFORD	4,200	76	3,180
DANE	60,700	88	53,530
DODGE	17,200	92	15,740
DOOR	6,100	90	5,500
DOUGLAS	14,400	86	12,350
DUNN	7,100	81	5,990
EAU CLAIRE	17,900	90	16,180
FLORENCE	800	75	600
FOND DU LAC	21,200	90	19,030
FOREST	1,500	76	1,140
GRANT	12,500	83	10,330
GREEN	7,400	82	6,050
GREEN LAKE	4,800	76	3,670
IOWA	5,500	76	4,160
IRON	2,500	80	2,010
JACKSON	4,100	81	3,330
JEFFERSON	16,200	92	14,840
JUNEAU	5,000	72	3,580
KENOSHA	30,500	92	28,150
KEWAUNEE	4,900	90	4,410
LA CROSSE	21,200	85	18,110
LAFAYETTE	5,400	82	4,410
LANGLADE	6,100	81	4,920
LINCOLN	6,700	81	5,400
MANITOWOC	21,200	92	19,480
MARATHON	24,700	84	20,860
MARINETTE	10,500	86	9,000
MARQUETTE	2,400	77	1,850
MILWAUKEE	311,100	93	290,380
MONROE	8,700	83	7,230
OCONTO	6,500	90	5,830
ONEIDA	6,700	75	5,000
OUTAGAMIE	26,300	92	24,160
OZAUCKEE	9,400	92	8,640
PEPIN	2,500	84	2,100
PIERCE	6,600	84	5,540
POLK	7,700	90	6,930
PORTAGE	9,400	84	7,870
PRICE	3,000	75	2,250
RACINE	39,500	93	36,640
RICHLAND	5,200	75	3,920
ROCK	35,700	87	31,230
RUSK	4,300	75	3,230
ST. CROIX	7,200	91	6,520
SAUK	11,400	85	9,700
SAWYER	3,000	76	2,270
SHAWANO	9,000	86	7,730
SHEBOYGAN	28,200	92	25,830
TAYLOR	4,600	75	3,450
TREMPEALEAU	7,400	81	6,010
VERNON	7,300	76	5,540
VILAS	2,300	75	1,720
WALWORTH	15,800	91	14,450
WASHBURN	3,300	77	2,540
WASHINGTON	12,000	93	11,150
WAUKESHA	38,700	92	35,650
WAUPACA	11,200	91	10,190
WAUSHARA	3,700	76	2,830
WINNEBAGO	30,900	90	27,660
WOOD	15,800	83	13,170

<b>WYOMING</b>			
	100,000	58	57,960
ALBANY	7,000	56	3,900
BIG HORN	3,700	49	1,820
CAMPBELL	1,300	43	560
CARBON	5,200	60	3,110
CONVERSE	1,600	58	920
CROOK	1,200	43	520
FREMONT	6,300	50	3,120
GOSHEN	3,700	56	2,090
HOT SPRINGS	1,800	49	880
JOHNSON	1,400	46	640
LARAMIE	17,200	84	14,400
LINCOLN	2,300	56	1,290
NATRONA	15,400	58	8,980
NIORRARA	1,200	51	610
PARK	7,000	51	3,590
PLATTE	2,400	50	1,200
SHERIDAN	6,300	50	3,120
SUBLETTE	900	42	380
SWEETWATER	6,600	49	3,240
TETON	800	51	410
UINTA	1,700	56	960
WASHAKIE	2,600	46	1,190
WESTON	2,300	43	980
VEL. NATL. PARK	100	50	50

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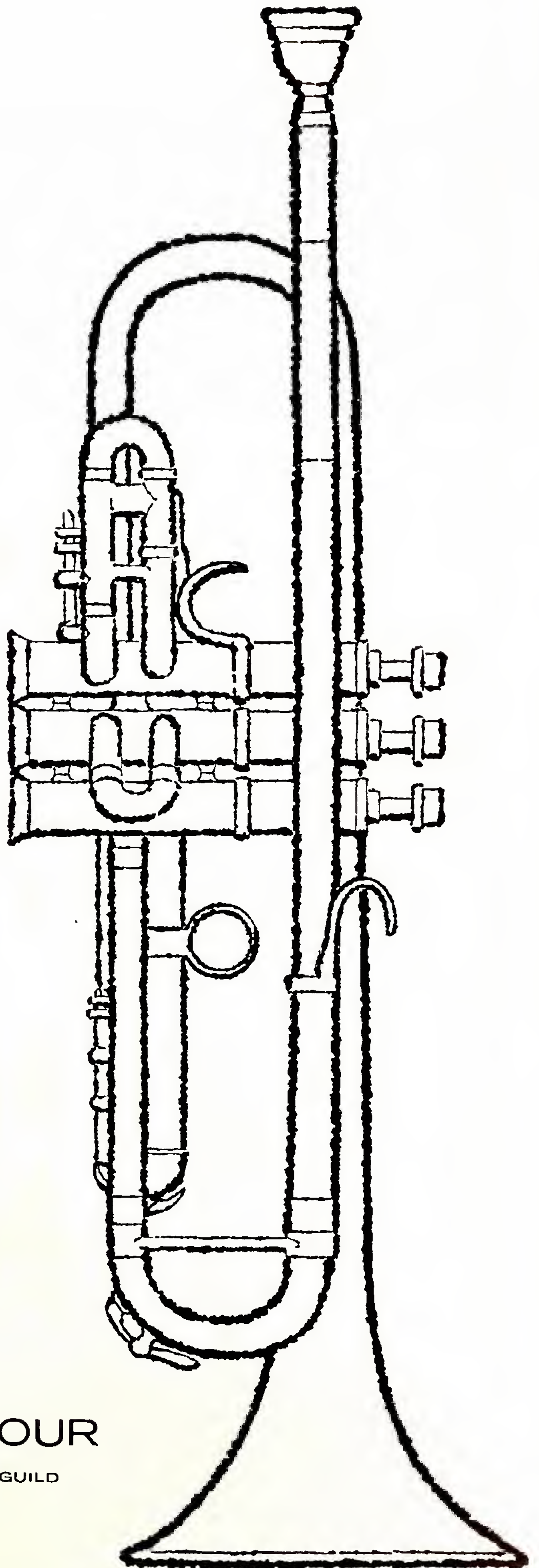
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Albuquerque, N. M.	KHOU-TV .... Houston-	KOOL-TV .Phoenix, Ariz.
WFBG-TV ..Altoona, Pa.	Galveston, Tex.	KDKA-TV Pittsburgh, Pa.
KFDA-TV .Amarillo, Tex.	WHTN-TV .. Huntington-	WGAN-TV
WAGA-TV ..Atlanta, Ga.	Charleston, W. Va.	Portland, Maine
KTBC-TV ..Austin, Tex.	WISH-TV	KOIN-TV .Portland, Ore.
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Bakersfield, Calif.	WJTV ...Jackson, Miss.	Providence, R. I.
WMAR-TV Baltimore, Md.	WJXT .Jacksonville, Fla.	KHQA-TV
WAFB-TV	KRCG-TV	Quincy-Hannibal, Mo.
Baton Rouge, La.	Jefferson City, Mo.	KPLO-TV Reliance, S. D.
KEDY-TV Big Spring, Tex.	KODE-TV ...Joplin, Mo.	WRVA-TV .Richmond, Va.
WBRC-TV	WKZO-TV ...Kalamazoo-	WDBJ-TV ..Roanoke, Va.
Birmingham, Ala.	Grand Rapids, Mich.	WVET-TV
KBMB-TV Bismarck, N. D.	KCMO-TV	Rochester, N. Y.
KBOI-TV ..Boise, Idaho	Kansas City, Mo.	WREX-TV .Rockford, Ill.
WNAC-TV .Boston, Mass.	KOTI-TV	WHBF-TV ..Rock Island-
WBEN-TV .Buffalo, N. Y.	Klamath Falls, Ore.	.. Davenport, Iowa
WCAX-TV Burlington, Vt.	WBIR-TV Knoxville, Tenn.	KXTV Sacramento, Calif.
WWTV ..Cadillac, Mich.	KTAG-TV	WKNX-TV Saginaw, Mich.
KFVS-TV	Lake Charles, La.	KMOX-TV St. Louis, Mo.
Cape Girardeau, Mo.	WJIM-TV .Lansing, Mich.	KSL-TV
WMT-TV	KLAS-TV Las Vegas, Nev.	Salt Lake City, Utah
Cedar Rapids, Iowa	KOLN-TV ..Lincoln, Neb.	KENS-TV
WCIA ..Champaign, Ill.	KTHV .... Little Rock-	San Antonio, Tex.
WCSC-TV	Pine Bluff, Ark.	San Diego, Calif.
Charleston, S. C.	KNXT Los Angeles, Calif.	KFMB-TV
WBT-TV ..Charlotte, N. C.	WHAS-TV Louisville, Ky.	KPIX
WDEF-TV	KDUB-TV .Lubbock, Tex.	San Francisco, Calif.
Chattanooga, Tenn.	WMAZ-TV ...Macon, Ga.	WTOC-TV .Savannah, Ga.
KFBC-TV	WISC-TV Madison, Wisc.	KSTF .Scottsbluff, Neb.
Cheyenne, Wyo.	WDMJ-TV	WDAU-TV .Scranton, Pa.
WBBM-TV .Chicago, Ill.	Marquette, Mich.	KIRO-TV .Seattle, Wash.
WKRC-TV	KGLO-TV	KELO-TV
Cincinnati, Ohio	Mason City, Iowa	Sioux Falls, S. D.
WJW-TV Cleveland, Ohio	KBES-TV .Medford, Ore.	KSLA-TV Shreveport, La.
WRBL-TV Columbus, Ga.	WREC-TV Memphis, Tenn.	WSBT-TV
WBNS-TV Columbus, Ohio	WTVJ .....Miami, Fla.	South Bend, Ind.
KRLD-TV ...Dallas, Tex.	WITI-TV	WSPA-TV ..Spartanburg-
WHIO-TV .Dayton, Ohio	Milwaukee, Wisc.	Greenville, S. C.
KLZ-TV ...Denver, Colo.	WCCO-TV	KXLY-TV .Spokane, Wash.
KRNT-TV	Minneapolis, Minn.	KTTS-TV .Springfield, Mo.
Des Moines, Iowa	KMSO-TV	KPAR-TV .. Sweetwater-
WJBK-TV .Detroit, Mich.	Missoula, Mont.	Abilene, Tex.
WTVY .....Dothan, Ala.	WKRQ-TV ..Mobile, Ala.	WHEN-TV Syracuse, N. Y.
KDAL-TV .Duluth, Minn.	KNOE-TV ..Monroe, La.	WTVT .....Tampa, Fla.
WTVB ...Durham, N. C.	WCOV-TV	KCMC-TV Texarkana, Tex.
KROD-TV ..El Paso, Tex.	Montgomery, Ala.	WTOL-TV ..Toledo, Ohio
KIEM-TV .Eureka, Calif.	WLAC-TV	KOLD-TV ..Tucson, Ariz.
KDLO-TV Florence, S. D.	Nashville, Tenn.	KOTV .....Tulsa, Okla.
WANE-TV	WVL-TV	KXJB-TV
Fort Wayne, Ind.	New Orleans, La.	Valley City, N. D.
KFRE-TV ..Fresno, Calif.	WCBS-TV New York, N. Y.	WTOP-TV
WBAY-TV	WTAR-TV ..Norfolk, Va.	Washington, D. C.
Green Bay, Wisc.	KOSA-TV ..Odessa, Tex.	KTVH .....Wichita-
WFMY-TV ..Greensboro-	KWTV	Hutchinson, Kans.
Winston-Salem, N. C.	Oklahoma City, Okla.	WKBN-TV
WHP-TV Harrisburg, Pa.	WOW-TV ..Omaha, Neb.	Youngstown, Ohio
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 Rocky Jones, Space Ranger  
 The Adventures of the Scarlet Pimpernel  
 Colonel March of Scotland Yard  
 Sword of Freedom  
 Cartoon Library

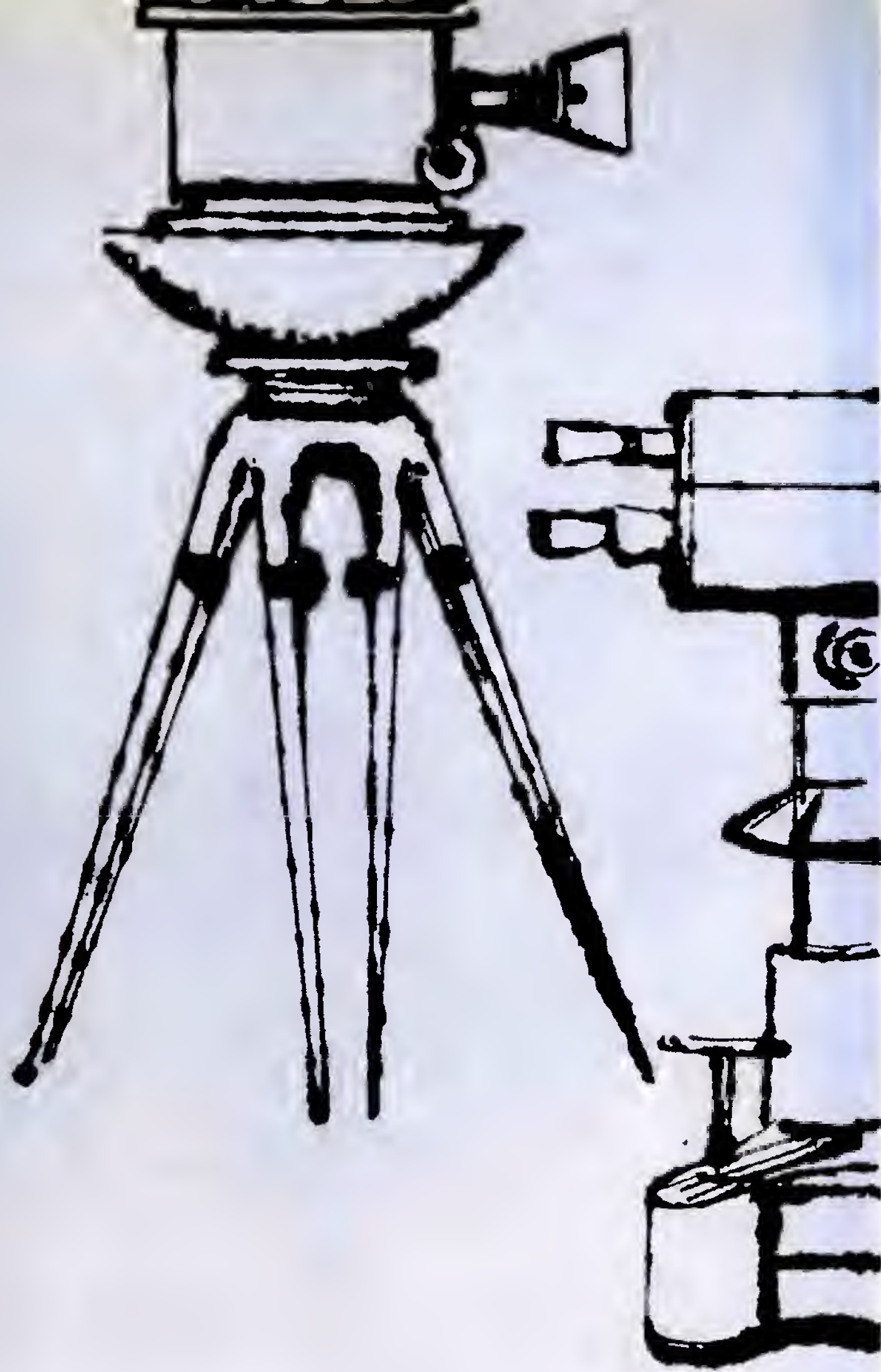


# F

**OFFICIAL FILMS, INC.**

25 West 45th Street • New York 36, New York • PLaza 7-0100

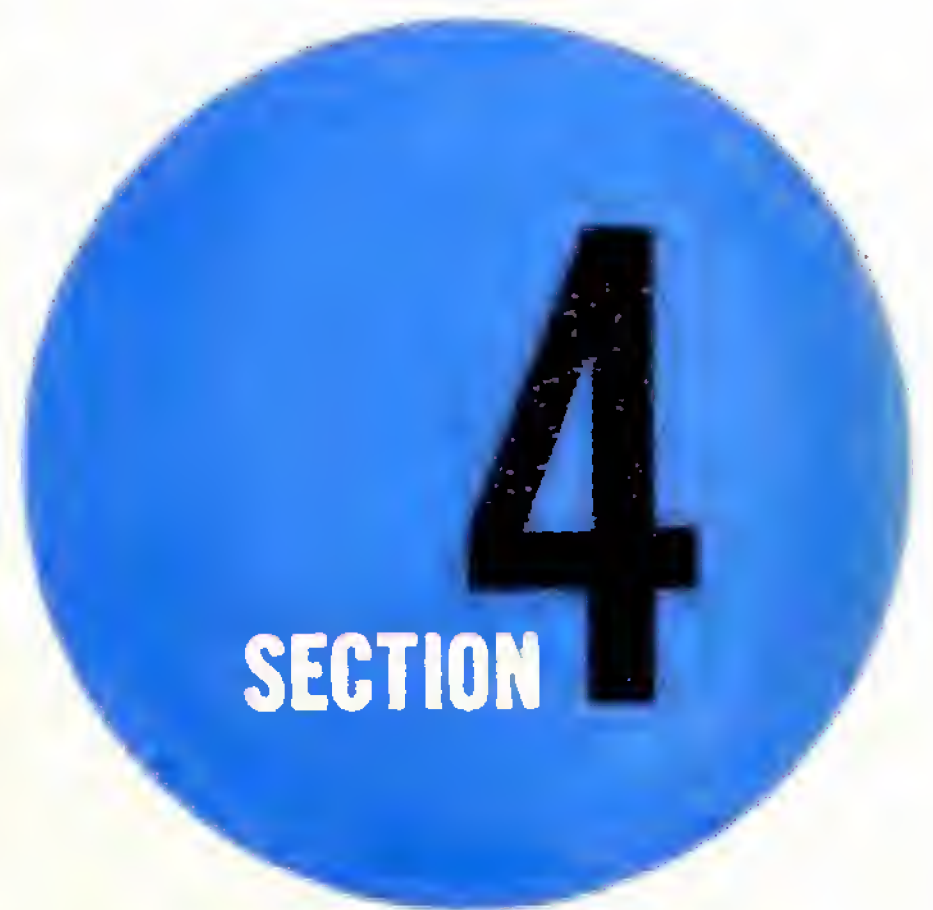




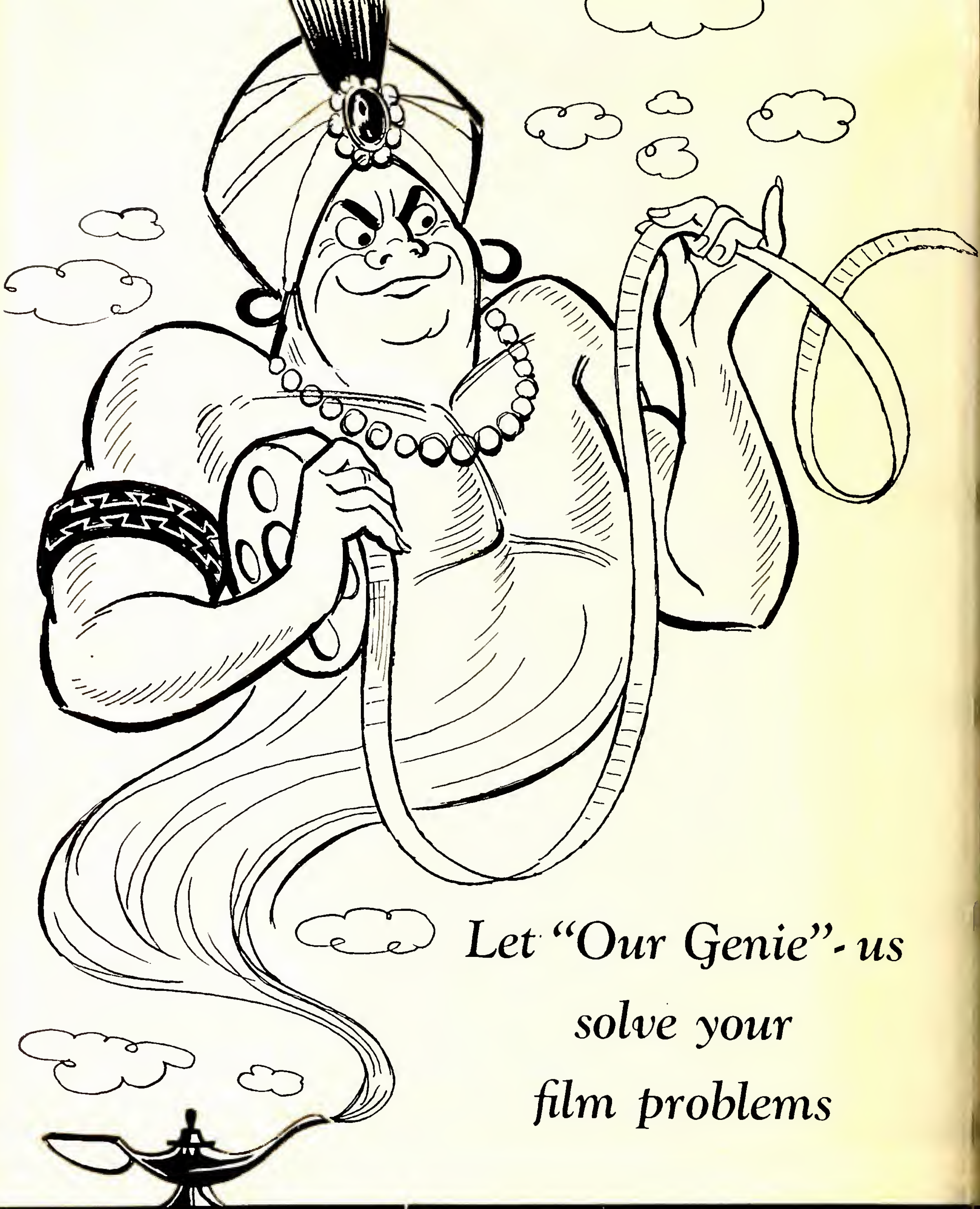
**Facts & Figures:** *This section comes in three parts: syndication, commercials and tape. Cost and program data are here and some tools, too*

**Glossary:** *Here are terms, technical and otherwise, used in the film and tape fields. The new language of tape is handled in a separate listing*

# FILM & TAPE BASICS







Let "Our Genie" - us  
solve your  
film problems

*Klaeyer*  
**FILM PRODUCTIONS, INC.**

LIVE AND  
ANIMATED

*films*

1600 Broadway, NEW YORK 19, N. Y. JUdson 2-5730



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## SYNDICATION BASICS

## High and low time and program costs in 50 top markets

## Half-hour nighttime costs and gross first-run syndication prices

Market	Time Cost		Program Cost	
	High	Low	High	Low
Albany-Schenectady-Troy, N. Y.	\$ 750	\$ 660	\$ 400	\$ 275
Atlanta, Ga.	660	480	415	235
Baltimore, Md.	900	480	600	350
Birmingham, Ala.	510	195	250	175
Boston, Mass.-Manchester, N. H.	1,800	1,320	900	650
Buffalo, N. Y.	750	660	475	300
Champaign-Urbana, Ill.	600	365	190	135
Charlotte, N. C.	750	450	350	235
Chicago, Ill.	2,700	1,350	2,250	1,400
Cincinnati, Ohio	900	450	700	460
Cleveland, Ohio	1,287	924	700	460
Columbus, Ohio	720	468	400	235
Dallas-Ft. Worth, Tex.	660	315	525	365
Davenport, Iowa-Rock Island-Moline, Ill.	540	240	225	150
Dayton, Ohio	660	360	375	250
Denver, Colorado	480	240	350	235
Detroit, Mich.	1,620	1,080	1,200	825
Flint-Saginaw-Bay City, Mich.	480	408	300	200
Grand Rapids-Kalamazoo, Mich.	780	690	175	115
Greensboro-Winston-Salem, N. C.	480	390	225	150
Greenville, S. C.-Asheville, N. C.	390	250	100	60
Hartford-New Haven-New Britain, Conn.	960	720	300	200
Houston, Tex.	720	360	450	335
Huntington-Charleston, W. Va.	500	360	225	150
Indianapolis-Bloomington, Ind.	780	510	500	350
Johnstown-Altoona, Pa.	600	540	175	90
Kansas City, Mo.	810	450	425	300
Lancaster-York-Harrisburg, Pa.	720	600	350	250
Lansing-Onondaga, Mich.	600	540	170	115
Los Angeles, Calif.	2,280	1,380	2,350	1,900
Louisville, Ky.	660	480	380	260
Memphis, Tenn.	540	315	450	325
Miami, Fla.	720	575	400	275
Milwaukee, Wisc.	870	750	500	380
Minneapolis-St. Paul, Minn.	970	550	600	440
Nashville, Tenn.	500	240	450	235
New Orleans, La.	600	400	450	300
New York, N. Y.-Newark, N. J.	5,520	3,120	4,250	3,000
Philadelphia, Pa.	2,100	1,500	1,500	900
Pittsburgh, Pa.	1,440	1,200	1,200	950
Portland, Ore.	530	360	450	325
Providence, R. I.	780	510	450	300
Sacramento-Stockton, Calif.	660	480	150	100
St. Louis, Mo.	1,140	630	800	500
San Francisco-Oakland, Calif.	1,175	850	850	590
Seattle-Tacoma, Wash.	700	570	450	325
Syracuse-Elmira, N. Y.	660	420	400	280
Toledo, Ohio	600	600	375	300
Washington, D. C.	1,080	450	425	300
Wheeling, W. Va.-Steubenville, O.	375	300	200	130

Note: Time costs are based on card rates listed in SRDS. Film costs given are gross; deduct usual 15% to obtain net price. Film prices fluctuate widely, occasionally exceeding time costs, and sometimes falling 50% under "low" given in

case of sale to station rather than to advertiser. Film prices are based on sampling only and should not be used as guide except for estimating purposes; figures are based on newly produced programs, 39 episodes plus 13 weeks of repeat films.



## What the major users of syndicated film buy

### A. These are the Big Five national spot film buyers

Advertiser	Agency	Program	No. of Markets	Syndicator
Kellogg's	Burnett	Huckleberry Hound	190	Screen Gems
		Woody Woodpecker	150	Screen Gems
		Quick Draw McGraw	125	Screen Gems
Nabisco	McC-E	Sky King	108	McCann-Erickson
Nestle	McC-E	Roy Rogers	88	Roy Rogers
Borax	McC-E	Death Valley Days	80	McCann-Erickson
Continental Baking	Bates	Annie Oakley	75	CBS Films

### B. Regional syndication spenders: four important product categories

#### BEER

Budweiser	D'Arcy	U. S. Marshall	90	NTA
Falstaff	D-F-S	Coronado 9	72	MCA
Carling	B & B	Phil Silvers	63	CBS Films
Ballantine	Esty	Shotgun Slade	28	MCA
		Bold Venture	22	Ziv
Schlitz	JWT	Flight	20	CNP
		MacKenzie's Raiders	15	Ziv
Olympia	Botsford, Constantine & Gardner	Target	30	Ziv
Drewry's	MacFarland, Aveyard & Co.	New York Confidential	15	ITC
Rheingold	F, C & B	Rendezvous	5	CBS Films
Pabst	N, C & K	various*		

#### GASOLINE

Standard-Chevron	BBDO	Sea Hunt	63	Ziv
Conoco	B & B	Whirlybirds	59	CBS Films
Amoco	Jos. Katz	U. S. Border Patrol	59	CBS Films
D X Sunray	Esty	N. Y. Confidential	45	ITC

#### TOBACCO

Lucky Strike	BBDO	Lock-Up	25	Ziv
Tareyton	Gumbiner	Secret Agent 7	15	MCA
Raleigh	K, M & J	MacKenzie's Raiders	19	Ziv
Camels	Esty	various*		

#### FOOD AND SUPERMARKETS

Pillsbury	Burnett	Dial 999	30	Ziv
Blue Plate Foods	Fitzgerald	Glencannon	23	NTA
Colonial Stores	Liller, Neal & Battle	Sgt. Preston	22	ITC
Armour	Ayer	Bold Venture	10	Ziv
Rival Dog Food	McC-E	If You Had A Million	10	MCA
Kroger Stores	C-E; C-M	various*		
A & P Stores	Gardner	various*		

\*Indicates advertiser uses several shows or buys only participations.



COMMERCIALS BASICS

Here's how much commercials cost to make

A. What film commercials cost to produce: 1959 and five years ago

	1959	1954
OVERALL RANGE .....	\$ 3,000-\$15,000	\$2,000-\$12,000
ANIMATION .....	\$ 6,500-\$ 7,500	\$6,200-\$ 6,500
(One character)		
SIMPLE LIVE-ACTION .....	\$ 3,000-\$ 4,500	\$2,500-\$ 3,800
(One actor)		
MEDIUM LIVE-ACTION .....	\$ 6,000-\$ 7,500	\$5,000-\$ 6,000
ELABORATE COMMERCIAL .....	\$10,000-\$15,000	\$8,000-\$12,000
(Large scale production)		

How much tv tape commercials cost

USUAL RANGE .....	\$ 1,000-\$ 5,000
"AVERAGE" TAPE COMMERCIAL .....	\$ 2,000-\$ 2,500

B. Five-year rise in commercials production costs

Item	Percentage increase, 1959 over 1954
Overall budget .....	15-20%
Animation .....	5-10
Live-Action .....	10-25
Processing .....	20-50
Talent .....	60-85
Producer profits .....	0-2
Agency commission .....	2-3

Source: Trade estimates.

How to calculate time for the spoken word

Timing guide for narration (commercials and programs)

Based on rate of 2 words-per-second

Minute and More

Time: seconds	No. of words	Time: seconds	No. of words	Time: minutes	No. of words
1	2	15	33	1	130
2	4	20	44	1½	195
3	7	25	55	2	260
4	9	30	65	3	390
5	11	35	77	4	520
6	13	40	88	5	650
7	16	45	99	10	1300
8	18	50	110	20	2600
9	20	55	120	30	3900
10	22				

Source: Charles W. Curran, Screen Writing and Production Techniques (Hastings House, New York, 1958).



**Again and again,  
the finest  
advertising agencies  
select  
Audio Productions  
to serve  
their most  
valued clients!**

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## How to convert film minutes to footage (and vice versa)

### TABLE CONVERTS FILM FOOTAGE TO TIME OR VICE VERSA

FOOTAGE TO TIME				FOOTAGE TO TIME				TIME TO FOOTAGE in 35mm. . . . in 16mm							
in 35mm				in 16mm				Minutes				Feet		Frames	
Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds		Feet	Frames	Feet	Frames
1/2	00	00	.33	1/2	00	00	.80	00	00	.33			8		8
1	00	00	.67	1	00	01	.67	00	00	.50			12		12
2	00	01	.33	2	00	03	.33	00	00	.67			16		16
3	00	02	.00	3	00	05	.00	00	01	.00	1	8			24
4	00	02	.67	4	00	06	.67	00	02	.00	3	0	1	8	
5	00	03	.33	5	00	08	.33	00	03	.00	4	8	1	32	
6	00	04	.00	6	00	10	.00	00	04	.00	6	0	2	16	
7	00	04	.67	7	00	11	.67	00	05	.00	7	8	3	0	
8	00	05	.33	8	00	13	.33	00	06	.00	9	0	3	24	
9	00	06	.00	9	00	15	.00	00	07	.00	10	8	4	8	
10	00	06	.67	10	00	16	.67	00	08	.00	12	0	4	32	
20	00	13	.33	20	00	33	.33	00	09	.00	13	8	5	16	
30	00	20	.00	30	00	50	.00	00	10	.00	15	0	6	0	
40	00	26	.67	40	01	06	.67	00	20	.00	30	0	12	0	
50	00	33	.33	50	01	23	.33	00	30	.00	45	0	18	0	
60	00	40	.00	60	01	40	.00	00	40	.00	60	0	24	0	
70	00	46	.67	70	01	56	.67	00	50	.00	75	0	30	0	
80	00	53	.33	80	02	13	.33	01	00	.00	90	0	36	0	
90	01	00	.00	90	02	30	.00	02	00	.00	180	0	72	0	
100	01	06	.67	100	02	46	.67	03	00	.00	270	0	108	0	
200	02	13	.33	200	05	33	.33	04	00	.00	360	0	144	0	
500	05	33	.33	500	13	53	.33	05	00	.00	450	0	180	0	
600	06	40	.00	600	16	40	.00	06	00	.00	540	0	216	0	
700	07	46	.67	700	19	26	.67	07	00	.00	630	0	252	0	
800	08	53	.33	800	22	13	.33	08	00	.00	720	0	288	0	
900	10	00	.00	900	25	00	.00	09	00	.00	810	0	324	0	
1000	11	06	.67	1000	27	46	.67	10	00	.00	900	0	360	0	
2000	22	13	.33	2000	55	33	.33	20	00	.00	1800	0	720	0	
3000	33	20	.00					30	00	.00	2700	0	1080	0	

COPYRIGHT 1955 SCREEN GEMS, INC.

Do you know how much 35 mm. footage a 90 second spot needs? The answer is below

A common problem for men who aren't technical specialists in film editing is to calculate how much 16 or 35 mm. footage will be needed to fill out a given quantity of air time. Equally common is the reverse of this problem, namely, figuring how many minutes and seconds a film of known length will need to play. The basis of all time-footage calculations is this formula: one minute of film measures 36 feet in 16 mm. and 90 feet in 35 mm. But to save you the time of dividing, multiplying and adding, SPONSOR reproduces a chart developed by Peter Keane of Screen

Gems, with the footage units, tens, hundreds and thousands, and the timing seconds and minutes already broken down. To solve time-to-footage questions, see chart at right: 90 seconds of 35 mm. is converted to time by reading the next smallest unit of time (1 minute, 90 feet) and then adding the remainder (30 seconds, 45 feet), giving an answer of 135 feet. Film editors themselves regard footage counts as more accurate guides to timing than stop watches since screening projector speeds often vary enough to cause serious errors in program timings.



## TAPE BASICS

## List of syndicated shows now or soon to be on tape

## TV tape programs in syndication and planned

Title	Producer/Distributor
Theater For A Story	CBS Films
Ding Dong School	ITC
Divorce Court	KTTV, Los Angeles/Guild Films
People's Court	KCOP, Los Angeles/Guild Films
Jai Alai	XETV, Tijuana/Guild Films
Pro Wrestling	WHDH-TV, Boston/Guild Films
Peter Potter Show	KTTV, Los Angeles/NTA
Juke Box Jury	KTTV/NTA
Bishop Sheen	NTA-Telestudios
Alexander King*	NTA-Telestudios
Xavier Cugat	NTA-Telestudios
D. Susskind-Open End	NTA-Telestudios
Mike Wallace Interview	NTA-Telestudios
Henry Morgan	NTA-Telestudios
Paul Coates Show	KTTV, Los Angeles
Town Hall Party*	KTTV

Title	Producer/Distributor
Juvenile Court*	KTTV
Court martial*	KTTV
Mark Brand*	KTLA, Los Angeles
Guy Mitchell Show*	KTLA
Municipal Court*	KTLA
Bill of Indictment*	KTLA
Emergency Ward*	KTLA
The Happy Time*	KTLA
Youth Wants To Know	Westinghouse Broadcasting Co.
Amer. Forum of the Air	Westinghouse Broadcasting Co.
Gourmet Club	WPIX, New York
George Jessel Show*	KCOP, Los Angeles
Traffic Court	KABC-TV, Los Angeles
Winter Baseball	Max Cooper, Chicago
Atomic Submarine*	Jonathan Yost, Hollywood
Out of the West*	Jonathan Yost
Luncheon in Las Vegas*	Jonathan Yost

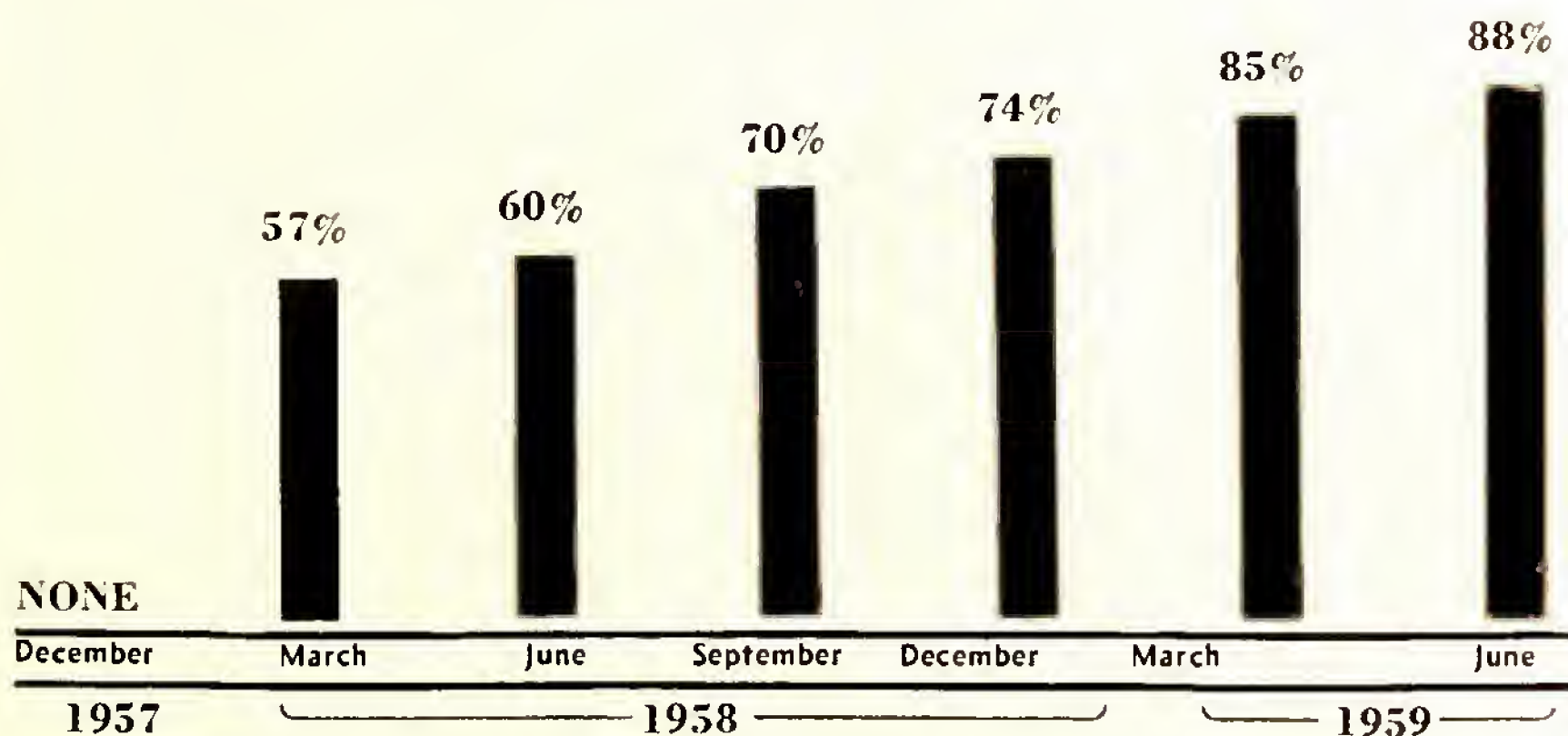
Note: While this listing includes shows both presently in syndication and those planned for syndication, it does not show many local tv tape programs available from stations on an exchange or sale basis with other stations. \*Indicates series is planned.

## Here's how many tv homes are covered by tape-equipped video stations

Coverage estimates based on 44 million homes and include local station coverage only.\* Prototype machines delivered to networks by January 1958 in New York, Chicago and Hollywood would have accomplished 22% coverage (not shown here) had they been considered local facilities. Source: Ampex Corp.

### Growth of local tv tape coverage

U. S. tv homes covered by tape-equipped stations





## These are the stations that now have tape facilities

### Stations and networks with tv tape facilities as of July 1959

#### ARIZONA

KOOL-TV, Phoenix

#### CALIFORNIA

KHJ-TV, Los Angeles: 2  
KTTV, Los Angeles: 3  
KCOP, Los Angeles: 2  
KTLA, Los Angeles: 3  
ABC, Los Angeles: 6  
CBS, Los Angeles: 11 (2 are C)  
NBC, Los Angeles: 14\*  
KTVU, Oakland: 2  
KCRA-TV, Sacramento  
KFMB-TV, San Diego  
KRON-TV, San Francisco: 2  
KPIX, San Francisco  
KQED-TV, San Francisco

#### COLORADO

KLZ-TV, Denver  
KOA-TV, Denver

#### CONNECTICUT

WTIC-TV, Hartford  
WNHC-TV, New Haven: 2

#### FLORIDA

WEAR-TV, Pensacola: 2 (M)  
WFLA-TV, Tampa: 2 (M)

#### GEORGIA

WAGA-TV, Atlanta

#### HAWAII

KONA-TV, Honolulu  
KHVII-TV, Honolulu

#### ILLINOIS

WBKB-TV, Chicago: 3  
WGN-TV, Chicago  
ABC, Chicago: 6  
WBBM-TV, Chicago: 2 (C)  
WNBQ-TV, Chicago: 2 (C)

#### INDIANA

WISH-TV, Indianapolis

#### KENTUCKY

WHAS-TV, Louisville

#### LOUISIANA

WDSU-TV, New Orleans  
WWL-TV, New Orleans

#### MARYLAND

WJZ-TV, Baltimore: 2

#### MASSACHUSETTS

WHDH-TV, Boston  
WBZ-TV, Boston  
WGHB-TV, Cambridge

#### MICHIGAN

WJBK-TV, Detroit: 2  
WJRT-TV, Flint  
WXYZ-TV, Detroit

#### MINNESOTA

WCCO-TV, Minneapolis  
KMSP-TV, Minneapolis

#### MISSOURI

KCMO-TV, Kansas City: 2  
WDAF-TV, Kansas City: 2  
KYTV, Springfield, (M)  
KPLR-TV, St. Louis: 2 (M)

#### NEBRASKA

WOW-TV, Omaha

#### NEW YORK

WCBS-TV, New York: 2  
WOR-TV, New York  
WNEW-TV, New York: 2  
ABC, New York: 7  
CBS, New York: 16  
NBC, New York: 15 (C)\*  
WPIX, New York  
WNTA-TV, Newark-New York  
WGR-TV, Buffalo  
WRGB-TV, Schenectady  
WSYR-TV, Syracuse

#### NORTH CAROLINA

WRAL-TV, Raleigh  
WBTV, Charlotte: (C)\*

#### OHIO

WLW-TV, Cincinnati  
KYW-TV, Cleveland  
WJW-TV, Cleveland  
WEWS-TV, Cleveland: 2

#### OKLAHOMA

KTEN-TV, Ada  
WKY-TV, Oklahoma City  
KOTV, Tulsa  
KVOO-TV, Tulsa

#### OREGON

KGW-TV, Portland  
KOIN-TV, Portland

#### PENNSYLVANIA

WGAL-TV, Lancaster  
WFIL-TV, Philadelphia: 2  
WRCV-TV, Philadelphia: 2 (C)  
WCAU-TV, Philadelphia  
KDKA-TV, Pittsburgh  
WHIC-TV, Pittsburgh  
WTAE-TV, Pittsburgh

#### RHODE ISLAND

WJAR-TV, Providence  
WPRO-TV, Providence

#### SOUTH CAROLINA

WUSN-TV, Charleston

#### TEXAS

KFDA-TV, Amarillo  
KRLD-TV, Dallas  
WFAA-TV, Dallas  
KFJZ-TV, Ft. Worth  
KGUL-TV, Galveston  
KGBT-TV, Harlingen  
KPRC-TV, Houston: 2  
KTRK-TV, Houston  
KDUB-TV, Lubbock  
KENS-TV, San Antonio  
WOAI-TV, San Antonio: 2  
KONO-TV, San Antonio: 2  
KSYD-TV, Wichita Falls

#### UTAH

KLOR-TV, Provo  
KSL-TV, Salt Lake City

#### VIRGINIA

WTAR-TV, Norfolk: 2  
WSLS-TV, Roanoke  
WRVA-TV, Richmond

#### WASHINGTON

KTNT-TV, Tacoma  
KING-TV, Seattle  
KOMO-TV, Seattle

#### WEST VIRGINIA

WSAZ-TV, Huntington

#### WISCONSIN

WITI-TV, Milwaukee

#### WASHINGTON, D. C.

WTTG-TV

#### CANADA:

CBC, Calgary, Alberta: 13  
CHCH-TV, Hamilton: 2  
CKCO-TV, Kitchener

Numerals indicate if more than one recorder is in operation. M denotes mobile equipment and C denotes color. \* denotes RCA tape recorder; there are six RCA machines at NBC in New York and Hollywood and one at WBTV, Charlotte, N. C. All other equipment listed here is Ampex.



# A NEW INFORMATION SERVICE ON TV TAPE FOR AGENCIES AND ADVERTISERS —FROM AMPEX

To help you keep up-to-date on fast moving Videotape\*  
Television Recording, Ampex now offers a new Information  
Service, ready to answer such questions as . . .

How much does KTTV charge for TV tape production  
of commercials?

What stations in Dallas have tape facilities?

What are talent costs on TV tape?

Where are mobile units located?

Whatever you want to know about TV tape, you can find out from  
Ampex. Six reports and studies are already available . . .

1. Station rates for TV tape recording
2. TV tape production companies (program and commercials)
3. Stations equipped with TV tape recorders
4. Foreign installations of TV tape recorders
5. Nine companies equipped with mobile TV tape recorders
6. Duplication services (tape to tape, tape to film,  
film to tape)

Write for any or all of these now. And if you'd  
like to be on our permanent mailing list  
to receive the newest reports as they are issued,  
just let us know.



Ampex Tape Information Services, Dept. 304-2  
934 Charter Street, Redwood City, California



## GLOSSARY

## A HANDY LIST OF FILM AND TAPE TERMS

**H**ere are some commonly used film terms defined for the non-technical reader, plus a special section of tv tape terms that have newly sprung up to importance along with the magnetic technique.

This simple guide will cover a great number of ordinary situations where basic information on film or tape is required. Technical information has been omitted in most

cases to provide the clearest and most convenient definitions and descriptions.

For those who require more detailed explanations, keep in mind that a surprising number of up-to-date books have been appearing each year to cover new developments as they occur. These are often available at general bookstore and may be loaned from public libraries.

## FILM

## General nomenclature of tv film, including production, syndication and commercials

**Above-the-line:** Costs for talent, writer, director and producer, but not including studio, technical and laboratory expenses.

**Academy leader:** A cueing film that flashes off each second down to three seconds before the start of actual film material.

**Acetate:** Safety film in common use.

**Action:** Physical movement filmed by the camera; also, the director's command for actor's movements to begin.

**A.D.:** Assistant director.

**Adaptation:** Use of a story originally intended for another medium.

**Ad lib:** Improvised speeches not written into the script.

**Angle shot:** A change in camera position to provide variety in long scenes.

**Animatic:** Inexpensive way of showing stills on film.

**Animation:** Cartoons and other analyses of motion using drawings for each one or two frames that are photographed.

**Audio:** The sound portion, called audio track.

**Background music:** Mood music to establish emotional response. Either specially composed or ordered from stock music libraries.

**Back timing:** To calculate time from the finish to assure coordination of the close of a commercial or scene.

**Barter:** The exchange of tv film for

air time. Generally an interested advertiser will pay the distributor to do this, the distributor will give the film containing the commercials to a station on credit, and the station will share proceeds from the unsold spots with the distributor.

**Bicycling:** A method by which several stations rotate use of the same film print before returning it to the distributor.

**Billboard:** Identification of sponsors, often at start and finish of film programs. Also refers to talent and production credits.

**Blimp:** Camera housing to isolate its sound from microphones.

**Bloop:** Deadening of audio portion to prevent noise from spots where editing is done, or to eliminate a few words from the audio track.

**Boom:** Mechanical structure to move cameras or to suspend microphones, and to move either in relation to the action.

**Bridge:** Brief or minor material used in transition between sequences, such as music, visuals or dialogue. In drama, called **transition**.

**Business:** Actors' motion, pantomime and use of props and sets.

**Busy:** An overly complicated or distracting background.

**Canned music:** Music purchased from a library pre-recorded and applied as needed.

**Cell:** Sheet of transparent plastic; used in multiple layers in animation work, with separate sequences of drawings on each layer.

**Clip:** A film segment inserted into a program.

**Cover shot:** Additional photography in anticipation of unforeseen needs.

(Please turn to page 176)

## TAPE

## The special new terminology of tv tape, plus key facts and specifications of tape

**Audio lead:** The tape audio signal 9 1/2 inches (3/5ths of a second) ahead of the video signal.

**Blips:** Indications each 1/4 inch of tape to assist in editing.

**Field pulse:** Gives vertical blanking signal on control tracks.

**Glitch:** Expression for a momentary picture aberration, such as that occasionally accompanying a splice.

**Matte:** To divide picture area to receive simultaneous but separate images from different sources. This is done electronically by means of a matting and special effects amplifier.

**Mobile unit:** Self-contained system of cameras, control center and tv tape recorders mounted on a vehicle.

**Operating time:** For tv tape to reach operating speeds, 5 seconds from start are needed. Stopping requires 3 inches (1/5th second).

**Pigeons:** Drop outs from picture.

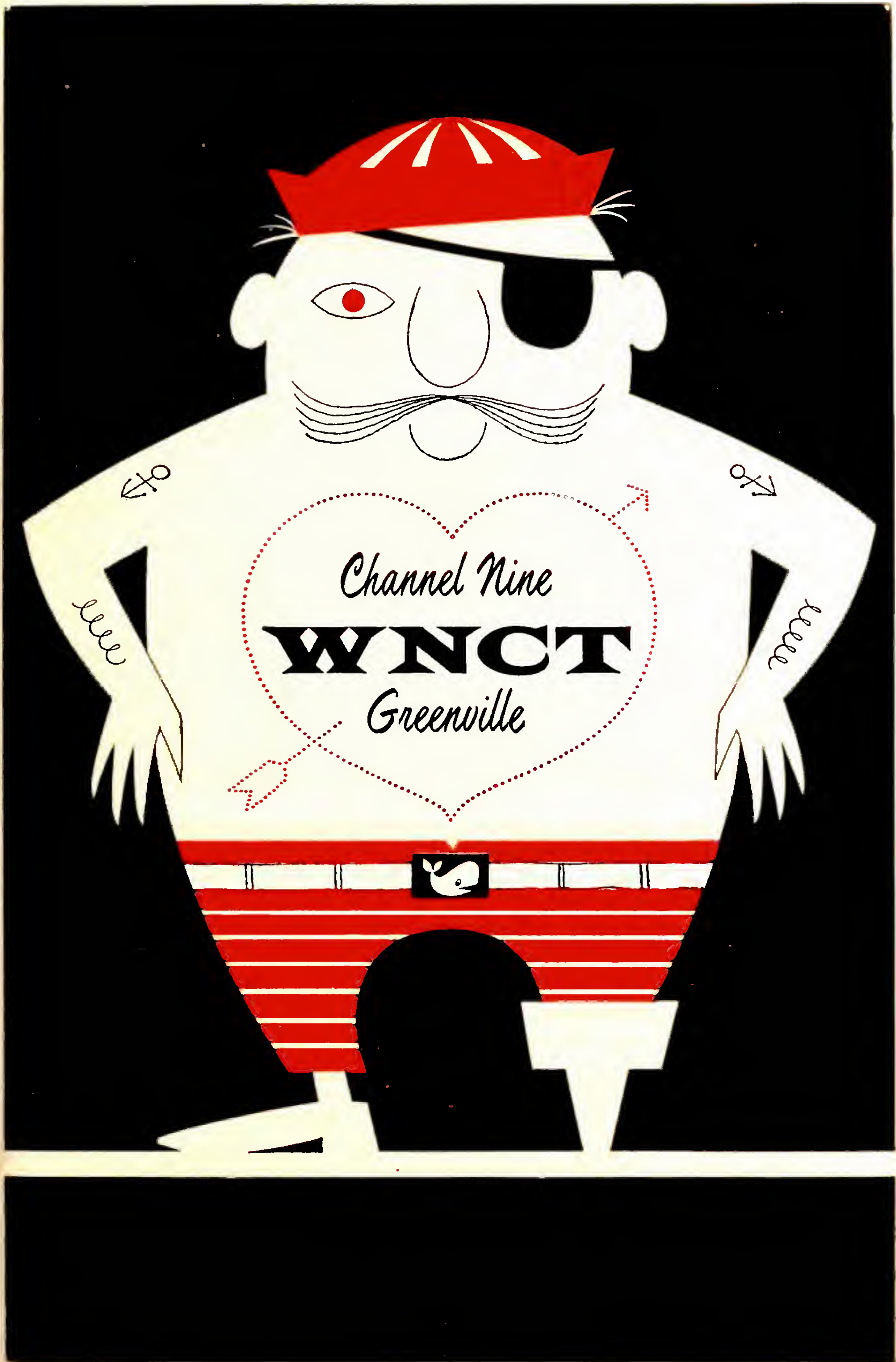
**Playback:** Immediately available examination of recorded audio-visual signals.

**Reel:** A tape reel 12 1/2 inches in diameter holding 4,800 feet of tape records 64 minutes.

**Speed:** Tape moves at 15 inches per second, and the four-head Ampex recording disc rotates 14,000 times per minute.

**Wipe:** Electronic substitution of new picture for old scene in one of several possible geometric movements.







# PHIL DAVIS

## MUSICAL

## COMMERCIALS

*... have never failed  
in building sales for  
all kinds of products  
from A to Z . . .*

**A**tlantic Gas  
**B**eneficial Finance  
**C**orling Block Lobel Beer  
**D**odge Trucks  
**E**lectricity—Columbus & So.  
**F**alstoff Beer  
**G**illette Razors  
**H**ills Brothers Coffee  
**I**pana Toothpaste  
**J**ahnsen's Wax  
**K**ellogg's Sugar Flaked Flokes  
**L**ucky Lager Beer  
**M**oolo Dairy Products  
**N**ationwide Auto Insurance  
**O**hio Bell Telephone  
**P**ast Grape-Nut Flakes  
**Q**uaker Company  
**R**adia Corporation of America  
**S**chlitz  
**T**exaco  
**U**nited Red Feather  
**V**-8 Vegetable Juice  
**W**ilson's Hams  
**X**-tane  
**Y**ellow Pages  
**Z**est

*The same creative thinking  
and production know-how is  
ready to go to work for you.*

**PHIL DAVIS**  
**MUSICAL ENTERPRISES**  
**Inc.**

*Murray Hill 8-3950*

*59 East 54 Street New York 22*

## GLOSSARY (continued from page 174)

**Cue marks:** Usually in the upper right hand portion of the picture, they appear approximately 10 and 2 seconds before the end of a film to alert control personnel.

**Definition:** The degree of film quality and clarity.

**Dissolve:** Melting of one scene into another. Also **lap dissolve**.

**Double exposure:** In syndication, a term referring to two time slots on different stations for the same program during one week.

**Double system:** The usual method of recording sight and sound separately. A cheaper and quicker method is **single system**, where both go on the same film together.

**Dub:** To fit recorded sound to lip motions. Also called **lip-sync**. Dubbing also refers to adding recorded sound in other languages.

**Dupe negative:** Additional negatives made for duplicating purposes.  
**E.T.:** Electrical transcription; any recording disc.

**Editing:** The process of assembling film and sound sequences into a completed whole. Also, the process of making specific changes or omissions in a film.

**Fade:** To gradually diminish picture to blackness or sound to silence; also called **fade-out**. A **fade-in** is to build up the image from zero. A **cross-fade** is to do both simultaneously, or to dissolve.

**Format:** The general structure of a show, usually repeated each week.

**Frame:** One individual image in a motion picture film. There are 24 frames-per-second in sound film.

**Freeze frame:** A single frame repeatedly printed to provide a special effect.

**Hiatus:** A pause in a syndication, telecast schedule.

**High key:** Brilliant illumination method borrowed from magazine fashion photography. The opposite, **low key**, uses dim illumination for dramatic effects.

**Insert:** A short film sequence made after the principal photography is over.

**Kinescope:** A film copy of a live program made by photographing the tv tube image. Also a film copy of a tv tape show made for stations without tv tape facilities.

**Location:** Site for production other than a film studio.

**Loop:** Continuous projection of film that has beginning and end spliced together.

**Magnetic recording:** An electronic sound track on a film. Most film sound tracks use **optical recording**.

**Mask:** Used for multiple exposure and trick photography.

**Matte:** Method to prevent separate exposures from mixing. Commercial use **infra-red** systems for "automatic" matting and **rotoscope** for manual matting.

**Miniature sets:** Used to save construction costs and in trick photography.

**Mixing:** Combining several sound sources on one audio track.

**Montage:** A juxtaposition of different images either simultaneously or in rapid sequence for special dramatic effect.

**Optical printer:** A mechanism for special visual effects, which are called **opticals**.

**Original:** Story written expressly for form in which it appears.

**P.D.:** Public domain properties not entitled to royalty payments.

**Pencil test:** In animation, the equivalent of a "rough" in print media.

**Pilot film:** A sample film to show what the series will be like. Unsold pilot films often end up in anthology programs, and sometimes individual episodes from anthologies are used as pilots of projected series.

**Playback:** Photography done while previously recorded sound is heard by the performers. Also, a check of recorded sound.

**Pre-empt:** To remove a regularly scheduled program so that another program may be presented. Syndication contracts allow for pre-emptions.

**Pre-recording:** To produce the sound track first and the video later. Standard practice with jingle-animations and other special commercials.

**Quick kine:** Rapid film recording of a program for delay broadcast. This process has been largely replaced by tv tape.

**Raw stock:** Film or tape before it has ever received an image. Tape need not be raw stock, since it can be re-used.

**Reduction print:** A copy on 16 mm from a 35 mm negative.

**Re-recording:** Combining several sound sources into a single one.



# When The Right Idea

brought to life by the right studio,  
pictures get back to the retina and  
words get under the skin.

Television Commercial that says  
something makes people say:

"we could use it"  
"wish I had that"  
"I bought it"

it's do.

Work for the following Advertising  
agencies.

McCann, Fitzgerald & Sample Ted Bates  
Company, BBD&O Doherty, Clifford,  
Hershey & Shenfield, Street & Finney,  
Remus & Company, Kudner Advertis-  
ing, Geyer, Morey, Madden & Ballard,  
Kim Advertising, Inc.

**Thomas CRAVEN**  
FILM CORPORATION  
30 E. 56 St. NYC 22

July 1959

**Residuals:** Talent repayments for  
additional uses of tv film.

**Runs:** The number of times a film  
episode has been telecast in a given  
area. Also, the number of plays for  
which the buyer leases the film. **Re-**  
**runs** are programs available that  
have been telecast before, and also  
designate the number of repeats of  
such programs. **First-runs** refer to  
programs never seen before in a given  
area. **First-run off-network** and  
**off-network re-runs** are terms to  
describe a program seen before as a  
network offering, but never before  
telecast in syndication by a local  
sponsor or station.

**Screening print:** A print of a tv  
film or tape show designed for small  
showings on a 16 mm projector. Such  
prints are harsher in contrast than air  
prints.

**Slide film:** A motion picture film  
made of stills, without action. A cheap  
process still used in some commer-  
cials. Can also contain sound, usu-  
ally narration.

**Special openings:** In syndication,  
a specially produced set openings  
(and closings) which identify the ad-  
vertisers with the program.

**Squeeze-motion:** Commercials tech-  
nique which treats specially posed  
photographs with animated effects as  
though the photographs were draw-  
ings.

**Star commercials:** Commercials  
made by the star of a show for use  
within the program.

**Stop motion:** A method of photo-  
graphing puppets frame-by-frame to  
obtain an animated effect. European  
producers have made stop motion  
commercials for many U. S. adver-  
tisers.

**Super:** Literally, a superimposition,  
generally of titles over a scene.

**Syne:** Abbreviation of synchroniza-  
tion, referring to picture and sound.  
Pronounced "sink."

**Voice over:** Method of narration  
where the speaker is not seen.

**Wild:** Wild sound is recorded with-  
out simultaneous photography; wild  
picture has no related sound.

**XCU:** Extreme close up. One step  
beyond big close up.

**Zoom:** Rapid camera motion to-  
wards or away from the subject. The  
effect is also accomplished without  
camera motion by means of zoomar  
lenses.

# ANIMATE ME \*

(for big prizes!)



GENE DEITCH  
ASSOCIATES, INC.



CIRCLE 7-1970

43 west 61 street New York

\*

Actually we'd be happy to  
animate you-or anything.



*Recognized now in every major world television market...the television productions of the CBC. Unique, exciting, major drama series, specials, all with an enviable record of exposure in the U.S., the United Kingdom as well as Australia.*

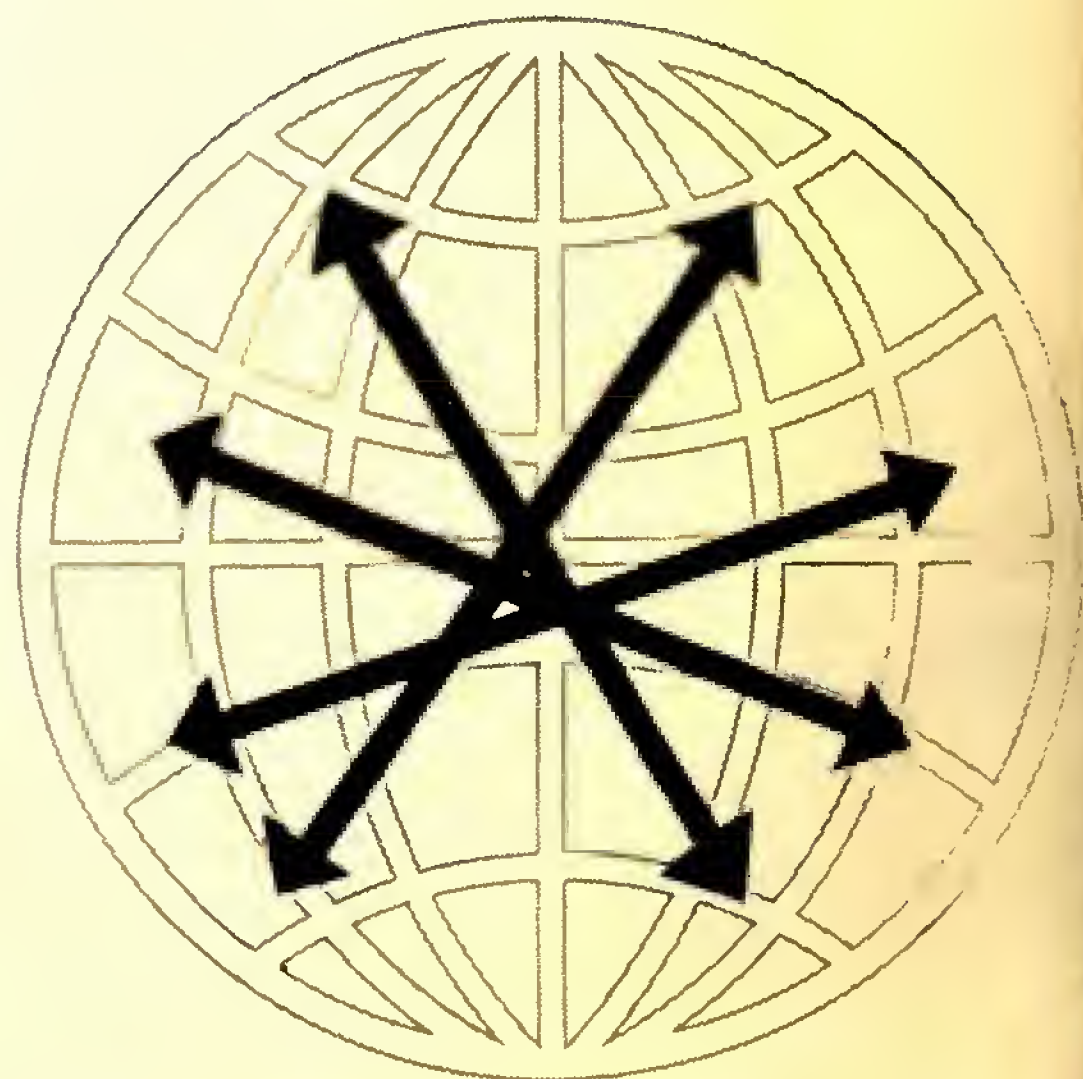
*from Canada...*

# CBC

*for the world...quality television programs!*

*Here is quality television programming at a reasonable cost that is the talk of the industry!  
For all the facts and figures call CBC.*

**CANADIAN BROADCASTING CORPORATION**  
*Television Sales — Toronto, Canada*





OCIATED

17 Horace  
ding Blvd.

0 282

0.49  
0.39  
0.27  
0.39  
0.61  
0.13  
0.25  
0.39  
0.39

\$ 3.31TL

FL 3-6920  
THANK YOU

H. C.  
BOHACK  
CO., INC.

JUL 3 3566

\$ 0.59GrA  
\$ 0.59GrA

★\$ 1.18TLA

THANK YOU  
Reg. No. 1194

\$ 2.40M  
\$ 0.29Gr  
\$ 1.23Pr  
\$ 0.16Pr  
\$ 0.45Gr  
\$ 0.98Pr  
\$ 0.56Pr  
\$ 2.58M  
\$ 0.58Gr  
\$ 0.25Gr  
\$ 0.65Gr  
\$ 1.29Gr  
\$ 0.87Gr  
\$ 0.85Gr  
\$ 4.66M  
\$ 0.97C  
\$ 0.97C  
\$ 0.33Gr  
\$ 0.87Gr  
\$ 0.41Gr

★\$ 21.35TL

MU 8-2445  
THANK YOU

**Facts & Figures:** *Here is helpful background for the tv/radio buyer. Key sectors in marketing covered include population trends, spending by consumers, some retailing basics. The important field of vending is also touched on*

# MARKETING BASICS

SECTION

5



*...yes, mother....*

*I'm going to do it...*



*...yes, mother....*



The American people are like small boys: Unless you keep telling them and telling them do nothing—for you.

With SPOT, you can tell them over and over again.

With SPOT, you can tell them and over again... in the market of your choice... at the precise that impact is needed... with the frequency your sales demand.

## The KATZ Agency, Inc.

STATION REPRESENTATIVE  
666 Fifth Avenue, New York 10022

CHICAGO • DETROIT • ST. LOUIS • ATLANTA  
DALLAS • SAN FRANCISCO • LOS ANGELES



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# 100 MILLION MORE CONSUMERS IN 20 YEARS

Coming population explosion will create vast new markets for today's advertiser.

Here's what this means to broadcast media, a proven mover of goods in the mass

**T**he coming market for consumer goods is staggering to the imagination.

A young man fresh out of college and standing on the brink of an advertising career can look forward—barring a war—to one of the greatest economic surges this country has ever experienced. And it will happen even before he reaches middle age.

Within about two decades he may see another 80 to 100 million more consumers peopling the ad landscape. In anticipating their urges and their dreams, he cannot think in terms of 1959. He must shift his mental gears to think in terms of a mass middle class society—more families with more income than ever before.

If he is ambitious he must start looking ahead even now. For this growth will be gradual (if 100 million additional consumers in 20 years can be called gradual). Some of the symptoms of this affluent society may be close to the surface even now—waiting for him to pounce on.

If his career target is air media, this great burst of population has some special meanings. During the past three decades, first radio, then tv, earned enviable reputations as powerful mass movers of goods. Their effectiveness will likely be relied on as never before in the coming 60's and 70's as the mass market gets bigger and bigger.

What will happen to air media themselves in the next 20 years? Radio stations are already multiplying like rabbits—come boom or recession. The rate at which new am outlets have been popping up have a lot of people worried. Many observers have predicted a level of super station saturation at which, presumably, a great shakeout will take place leaving a trim residue of strong, firmly-established stations.

Maybe. But current signs point in the other direction. The great swaths of interurbia now forming may provide a base for additional swarms of am stations—though it is also possible the concentrations in metropolitan areas may redound to the benefit of existing outlets. At any rate, it is a situation that will bear watching.

As for tv, the problems of channel allocation may have to be looked at differently. For example, areas that cannot support more tv may soon be able to. With the decline of farm and rural populations and the increasing density of suburban populations, efforts to provide sheer coverage may become meaningless. Even uhf may get a new lease on life. Tv stations may yet multiply somewhat like their opposite numbers on the am band.

If the problem of too many radio and tv stations becomes critical, some broadcasters may have to give up the battle whereby everybody goes after the same mass audience. Already, fm is pointing the way.

While consumer tastes are becoming more homogeneous under the impact of mass communications, they may, oddly, become more fickle, too. The rise in discretionary incomes will provide the U.S. family with wider choices. Perhaps, out of this may come numerous, selective markets of semi-luxury goods which can help support sizeable numbers of stations. This is providing, of course, that programing formats are found to attract specific types of audiences.

There are other "ifs" in this picture. Aside from the imponderables of war and economics, maybe, for example, people will decide to have smaller families. Maybe there will be (only) 50 million more people in 20 years. (There certainly won't be less.)

If what's happening during the past few years is any indication, the odds are good that bumper baby crops are on the way. On one of the pages in *Marketing Basics* is a comparison of population projections made by the Census Bureau in 1955 and 1958. The latter projection was made a scant three years after the first as it became clear that the first was already being outdated.

For example, out of four projected population estimates made in 1955, the one looking toward the biggest increase predicted 179.4 million people in the U.S. as of 1 July 1960. It is almost certain that the actual figure will be nearly a million more.

The maximum population estimated in the 1958 projections comes to 272 million by 1980 or about 95 million more people than at present. This assumes a birth rate 10% above the 1955-57 level. If the 1955-57 birth rate continues through 1980, the increase will be 80 million. While there is no solid reason to assume a rise in the birth rate, remember that the 1955 projections have already turned out to be conservative. Even assuming a steady birth rate, 80 million additional people is no mean increase. It's equivalent to 50% of the U.S. population during the mid-50's.

In addition to the fact that each year presents a higher base of families upon which to turn out more and more babies, there's the fact that bigger families are coming into fashion. A smaller percent of families are having no children or only one child and a larger percentage are having two, three or four or more. The percent of families with three children under 18 at home came to 7.3 in 1948; in 1958 it was 10.4%. The percent of families with four or more children was 6.6; in 1958 it was 9.1%.

All this will naturally affect the age composition of the population. So far as the next decade or so is concerned, the effect will not be merely a matter of more young people. It's a little more complicated than that.

(Please turn to page 184)



You can  
profit from  
Canada's

# "GROWING BOY"

appetite

Although mature in many ways, Canada still has a "growing boy" appetite for goods and services. Total retail sales moved from \$12,128,034,000 in 1953 to \$15,252,003,000 in 1958.

Gross national product—the total value of all goods and services—increased 28.6% in the same five-year period. And with employment, wages and sales all moving upward in 1959, GNP will reach a new peak this year.

Annual imports from the U.S. of more than \$3.5 billion supplement Canada's domestic production, and make her the States' No. 1 customer. OBVIOUSLY, RIGHT NOW IS A GOOD TIME TO EXAMINE THE CANADIAN MARKET . . . and to reach it with the spoken word.

Not only do 96% of all Canadian homes have one or more radio sets, but there are 1,783,000 car radios. TV receivers are in 80% of *all* Canadian homes, and are found in over 90% of the homes in nine of Canada's top fifteen cities.

Using radio and TV, your product is sold by *salesmen* in thousands of places at once, even in the most remote areas.

Whatever *you* wish to sell, investigate the advantages of using some of the 149 C.A.B. member radio stations and 38 member TV stations that reach all Canadians. Give your sales message impact and the warmth of the SPOKEN word.



## Canadian Association of Broadcasters

108 Sparks St., Ottawa 4, Canada  
200 St. Clair West, Toronto, Ontario



# WCTV Solves Another Problem for an account executive



Hal was burning.



The competition copied his every move, rode his coattails into every market.



Freeze 'em out in one-station bonanza markets such as that served by WCTV, suggested Blair TV Associates.



Hal moved fast, got choice time, and locked those #\*%&\*s out!



He's less tense, putts better now.

**WCTV** Tallahassee  
Thomasville  
for North Fla. and South Ga.  
John H. Phipps  
Broadcasting Stations

## 100 MILLION

(continued from page 182)

Since 1940 there have been increases in percent of young people (below 10) and older people. This will continue but not to the same extent. Also since 1940, there have been declines in percent of adults (between 20 and 64) and in teen-agers. During the next 15 years, the percent of teen-agers will rise back to the 1940 level (18.2% of the population) and percent of adults will continue to fall.

In other words, both young and old will increase percentage-wise while people of working age will decline (in share of population but not in numbers). So that each working person will be supporting more people, either directly or through taxes.

Part of this problem will undoubtedly be met by greater mechanization together with higher wages. In addition, there may be a further increase in the percent of working wives, a trend that has already revolutionized family patterns and marketing strategies.

At any rate, there does not seem to be any reason to worry about

Americans being able to pay for the increasing flow of products from U.S. factories.

Where will the new markets of the 1960's and 1970's pop up? Certainly, the current major categories of broadcast advertisers will continue to enjoy consistent sales boosts—perhaps, even boom sales.

Take food, for example; consumers have already shown a taste for upgrading their diets. They are not following the patterns sociologists predicted two decades ago in saying that once a family gets above subsistence level it does not spend much more money for food.

Drugs have a great future with laboratories continuing to turn out new brands, both ethical and proprietary. Cosmetics? There is no reason to believe this category will suffer under the impact of more people and a greater share of teen-agers. Autos? The two-car family may soon be commonplace. There are about 57 million cars now registered and one estimate puts the total in 1968 at more than 73 million.

All in all, there are great opportunities for marketing ahead. And that goes for radio and tv, too.

# IMPACT!

## 52.6%

SHARE OF AUDIENCE  
IN A COMPETITIVE,  
3-STATION MARKET \*



For the fifth consecutive ARB  
(\*February 1959), KROD-TV has captured an  
overwhelming share of audience  
in El Paso — Texas' fifth market.  
See your Branham man for full details

<b>KROD-TV</b> EL PASO, TEXAS		Dorrance D. Roderick, Pres. Val Lawrence, V.-Pres. and Gen. Mgr. REPRESENTED NATIONALLY BY THE BRANHAM COMPANY	
----------------------------------	--	---	--



IN INLAND CALIFORNIA (and Western Nevada)

# BEELINE<sup>®</sup>

RADIO

*delivers more  
for the money*

Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire\*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?

As a group, the Beeline stations give you more radio homes than any combination of competitors... at by far the lowest cost per thousand. (Nielsen & SR&D)

*\*Sales Management's 1959  
Survey of Buying Power*



Static firing test of a rocket engine at Acrojet-General plant in Sacramento

## McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



## POPULATION BASICS

**Total U. S.  
population is  
now about  
177 million**

**Total U. S. population is now about 177 million**

	Total	U.S. excluding armed forces overseas	Civilian
1 Mar. 1959	176,213,000	174,844,000*	173,633,000
1 Mar. 1958	173,153,000	172,301,000	170,633,000
1 Apr. 1950	151,132,000	150,697,361	149,634,000

SOURCE: Census Bureau estimates. \*1 Jan. 1959.

**There may be nearly 100 million more U. S. consumers in 20 years**

**Comparison between revised and earlier series of population projections:  
1960 to 1980 (In millions)**

Year (July 1)	1958 revised projections of total population				1955 projections of total population			
	Series I	Series II	Series III	Series IV	Series AA	Series A	Series B	Series C
1960	181.2	180.1	179.8	179.4	179.4	177.8	177.8	176.5
1965	199.0	195.7	193.6	191.5	193.3	190.3	190.3	186.3
1970	219.5	213.8	208.2	202.5	209.4	204.6	203.0	196.4
1975	243.9	235.2	225.6	215.8	228.5	221.5	214.6	206.9
1980	272.6	260.0	245.4	230.8	—	—	—	—

SOURCE: Census Bureau. Series I assumes 1958-80 fertility 10% above 1955-57 level. Series II—1955-57 level continues to 1980. Series III—1955-57 level declines to 1949-51 level by 1965-70, continues at that level to 1980. Series IV—1955-57 level declines to 1942-44 level by 1965-70, continues at that level to 1980.

**Bigger families are coming into fashion**

**Families with own children under 18 at home**

	1958		1948		1948-58
	No. (millions)	%	No. (millions)	%	10-yr. increase
No children	19.2	43.8	18.0	48.3	7%
One child	8.1	18.6	8.1	21.7	—
Two children	7.9	18.0	6.0	16.1	32%
Three children	4.6	10.4	2.7	7.3	70%
Four or more children	4.0	9.1	2.5	6.6	60%
All families	43.7	100.0	37.3	100.0	17%

SOURCE: Census Bureau. 10-year increase refers to numbers of families in each group.



22% of the U. S. population is under 10 years of age

Composition of U. S. population by age groups and sex, 1950 and 1958

AGE GROUP	MALE		FEMALE		TOTAL	
	1958	1950	1958	1950	1958	1950
Percent under 5 years	11.8	11.0	10.9	10.5	11.4	10.7
Percent 5 to 9 years	11.2	9.0	10.2	8.6	10.7	9.8
Percent 10 to 14 years	9.5	7.6	8.7	7.2	9.1	7.4
Percent 15 to 19 years	7.0	7.1	7.0	7.0	7.0	7.1
Percent 20 to 24 years	5.3	7.5	6.2	7.7	5.7	7.6
Percent 25 to 29 years	6.2	8.0	6.4	8.3	6.3	8.1
Percent 30 to 34 years	6.8	7.5	7.1	7.8	7.0	7.6
Percent 35 to 39 years	6.9	7.4	7.1	7.6	7.0	7.5
Percent 40 to 44 years	6.5	6.8	6.6	6.8	6.6	6.8
Percent 45 to 49 years	6.3	6.1	6.2	6.0	6.2	6.0
Percent 50 to 54 years	5.5	5.5	5.4	5.5	5.5	5.5
Percent 55 to 59 years	4.7	4.9	4.8	4.8	4.7	4.8
Percent 60 to 64 years	4.0	4.1	4.2	4.0	4.1	4.1
Percent 65 to 69 years	3.2	3.2	3.4	3.3	3.3	3.3
Percent 70 to 74 years	2.3	2.2	2.6	2.4	2.5	2.3
Percent 75 to 79 years	1.5	1.3	1.8	1.5	1.7	1.4
Percent 80 to 84 years	0.7	0.7	0.9	0.8	0.9	0.8
Percent 85 years and over	0.4	0.3	0.6	0.5	0.5	0.4

SOURCE: Census Bureau. Figures do not add to 100% because of rounding.

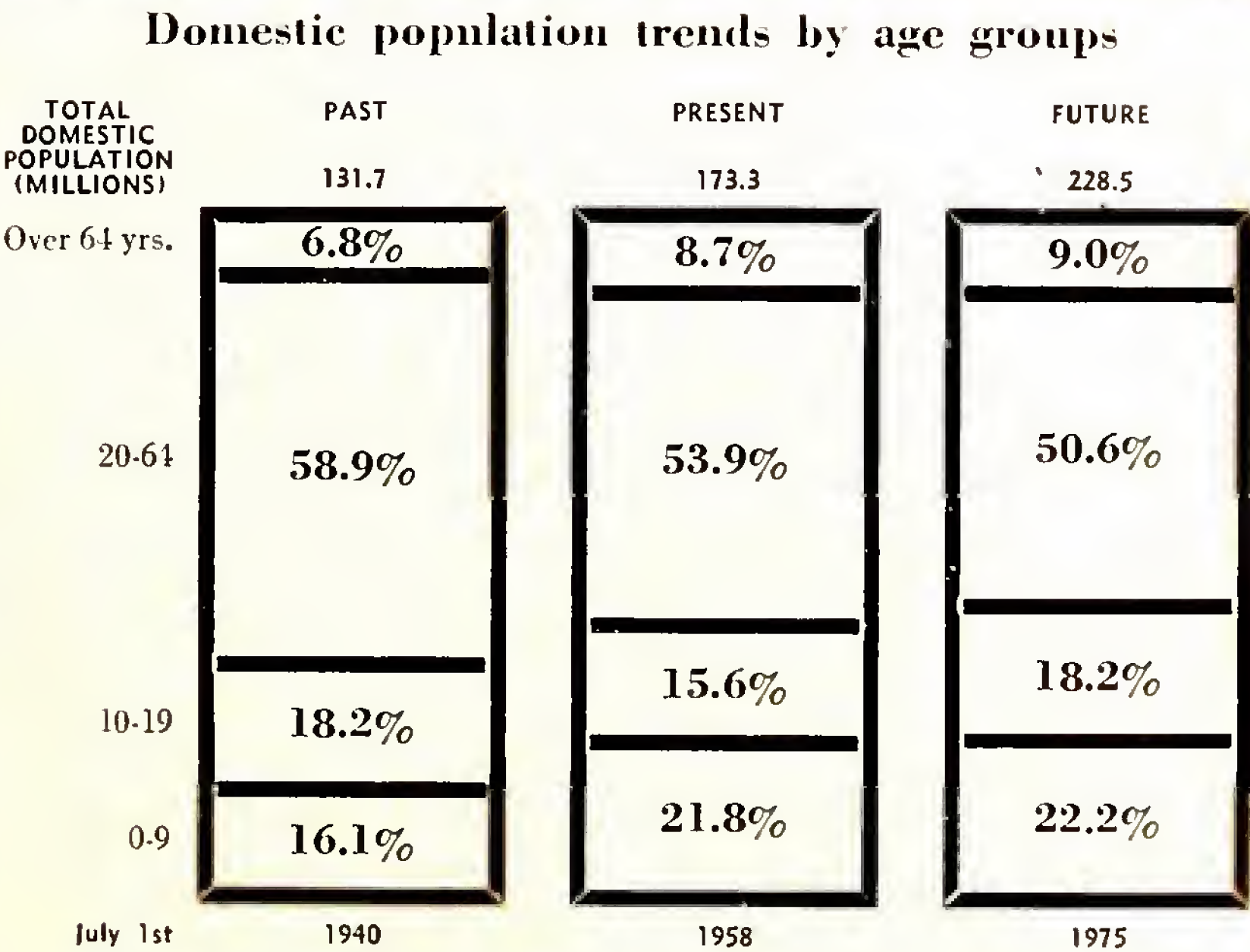
Old and young

people both are

increasing

proportionately

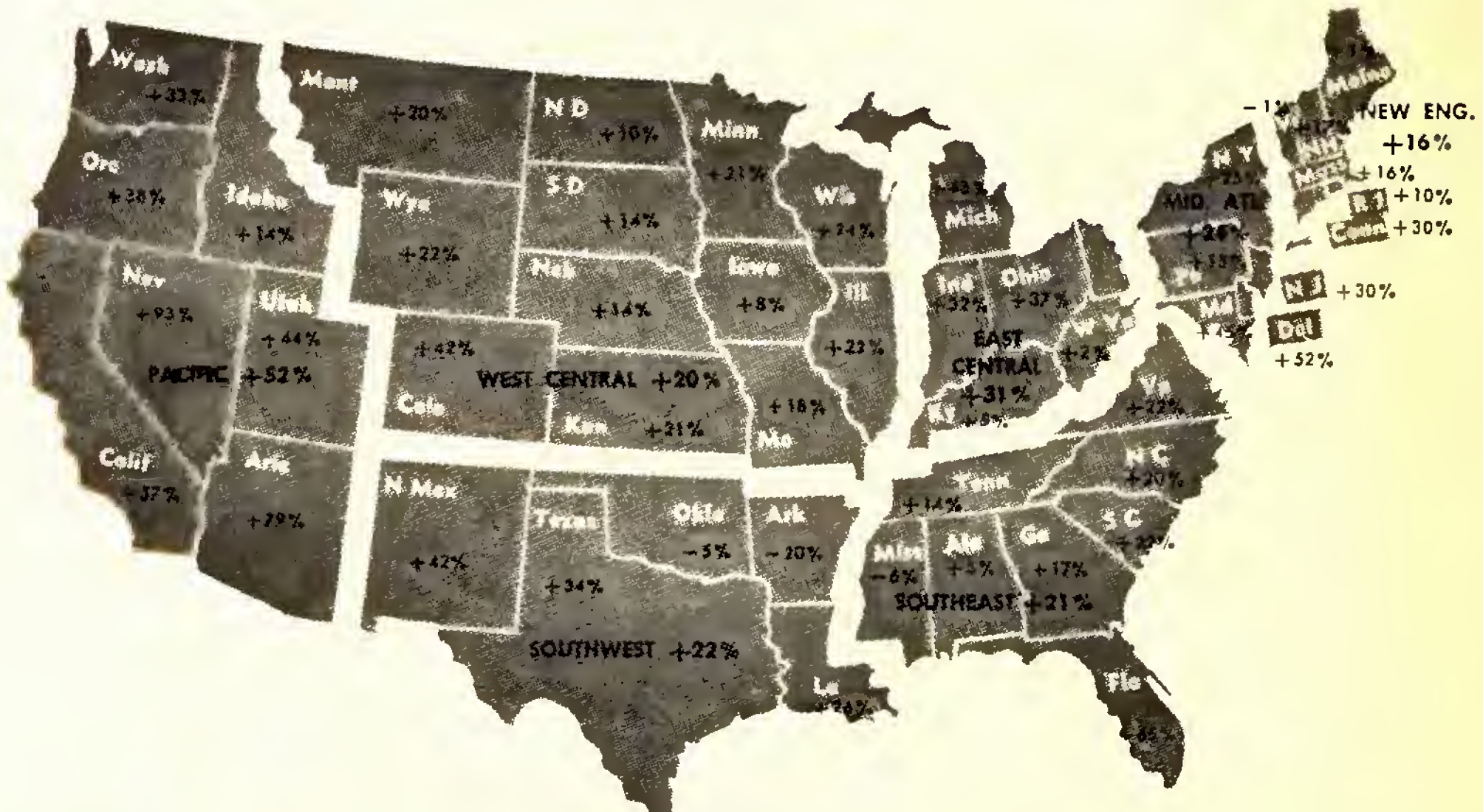
The elderly and the children in the U.S. population will increase in share during the next two decades, Census Bureau projections made in 1955 show. Later projections have increased population totals but the percentage figures shown here are still generally applicable





## West will show biggest population jump in next decade

Estimated population growth 1955 through 1970



Source: Census Bureau, 1955 projection

## Here's where the consumer's money is—by age groups

### A. Estimated aggregate income by age of persons 14 years and over

Age	14-19	20-24	25-34	35-44	45-54	55-64	65 & over	Total
Percent	2%	6%	23%	25%	23%	14%	7%	100%

### B. Total money income for families and unrelated individuals by age

Total money income	Age of family head						Age of unrelated individuals					
	14-24	25-34	35-44	45-54	55-64	65 & over	14-24	25-34	35-44	45-54	55-64	65 & over
Under \$500	2.9	2.0	2.3	3.3	3.9	4.7	26.5	8.4	13.2	12.5	16.7	20.3
\$500 to \$999	2.3	1.4	2.2	2.8	3.9	10.3	15.8	10.6	9.6	12.5	16.2	35.5
\$1000 to \$1499	4.7	2.2	2.0	2.8	4.1	12.7	11.1	8.4	8.6	10.2	12.7	17.2
\$1500 to \$1999	6.2	2.4	2.4	3.5	5.0	12.1	8.4	6.3	6.8	9.0	8.8	9.6
\$2000 to \$2499	8.1	3.8	3.3	4.4	5.9	10.4	9.8	9.1	9.4	9.3	7.6	4.9
\$2500 to \$2999	7.3	3.8	2.9	3.9	5.0	7.5	9.2	5.7	8.0	4.6	6.8	3.1
\$3000 to \$3499	10.7	6.1	5.1	4.8	5.6	5.9	5.9	8.9	6.3	8.4	7.0	2.0
\$3500 to \$3999	10.0	6.9	6.0	5.3	5.5	5.3	7.0	9.0	6.7	6.2	5.0	2.0
\$4000 to \$4499	10.8	9.6	7.1	5.6	7.5	4.7	3.0	8.3	8.4	7.4	5.2	1.2
\$4500 to \$4999	8.1	8.5	7.7	5.4	6.6	4.1	1.2	6.7	5.3	4.8	2.8	1.1
\$5000 to \$5999	11.2	19.4	16.2	14.3	11.7	6.7	1.7	7.6	10.0	7.0	4.7	1.0
\$6000 to \$6999	8.1	12.3	12.2	10.6	9.6	4.6	0.3	4.3	3.3	3.6	2.7	0.5
\$7000 to \$9999	6.1	16.7	20.7	20.3	15.2	6.3	.....	5.2	3.1	2.6	2.2	0.8
\$10,000 to \$14,999	0.7	4.3	7.7	9.6	8.1	3.6	.....	1.0	0.7	1.7	1.3	0.6
\$15,000 to \$24,999	.....	0.5	1.5	2.6	1.8	0.7	.....	0.4	0.5	0.2	0.2	0.1
\$25,000 and over	.....	.....	0.7	0.9	0.6	0.3	.....	0.2	.....	.....	0.1	.....
Percent	100	100	100	100	100	100	100	100	100	100	100	100

Source This Census Bureau material, the latest available, was collected by WBT, Charlotte, N. C.





## *SELL "The Family Board of Directors" With Your Local Meredith Station*

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

### *MEREDITH STATIONS ARE "ONE OF THE FAMILY"*

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

THE KATZ AGENCY  
THE KATZ AGENCY  
THE KATZ AGENCY  
JOHN BLAIR & CO.—BLAIR TV  
JOHN BLAIR & CO.

*Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines*



ON T

*52% of all reported sponsored  
hours in network radio  
are on the*

**NBC RADIO  
NETWORK**

*... the leadership radio network which,  
in the last 18 months, has attracted  
137 different national advertisers!*







## Here are some up-to-date Negro population figures

### Negro population in 30 major markets

Metropolitan Markets	Total (000)	1958 Population		Percent Population Growth, 1950-58	
		Negro (000)	% Negro	White	Negro
N. Y.-N.E. New Jersey	14,330	1,400	9.8%	+ 10%	+ 38%
Chicago	6,266	827	13.2	10	41
Philadelphia	4,349	570	13.1	18	19
Los Angeles-Long Beach	6,109	390	6.4	36	78
Detroit	3,843	477	12.4	26	33
Washington, D.C.	1,915	500	26.3	26	48
Baltimore	1,577	334	21.3	16	26
St. Louis	1,965	235	12.0	18	9
San Francisco-Oakland	2,702	240	8.9	15	63
Houston	1,180	218	18.5	46	46
New Orleans	845	243	28.8	24	22
Birmingham	629	233	37.0	13	12
Atlanta	866	200	23.1	32	21
Memphis	550	200	36.4	16	11
Norfolk-Portsmouth	589	145	24.6	37	19
Cleveland	1,720	219	12.8	14	44
Dallas-Ft. Worth	1,419	177	12.5	46	44
Pittsburgh	2,408	161	6.7	8	18
Cincinnati	1,057	125	11.8	15	32
Jacksonville	418	112	26.8	38	37
Kansas City	1,009	105	10.4	24	21
Miami	800	104	13.0	62	60
Mobile	276	101	36.6	13	33
Richmond	381	107	28.1	14	23
Charleston, S. C.	198	78	39	24	15
Jackson, Miss.	168	72	43	16	13
Nashville, Tenn.	370	71	19	23	11
Savannah	187	69	37	27	19
Montgomery	163	65	40	26	7
San Antonio	620	40	19	20	21
<b>TOTALS IN ABOVE MARKETS</b>	<b>58,909</b>	<b>7,818</b>	<b>13.3</b>		
<b>% OF U. S.</b>	<b>34.2</b>				
<b>% OF U. S. NEGRO</b>		<b>43.4</b>			

Total population figures for the markets above are based on "Sales Management" data for 1958. The Negro population figures are estimates from federal (Census Bureau) and local governments.

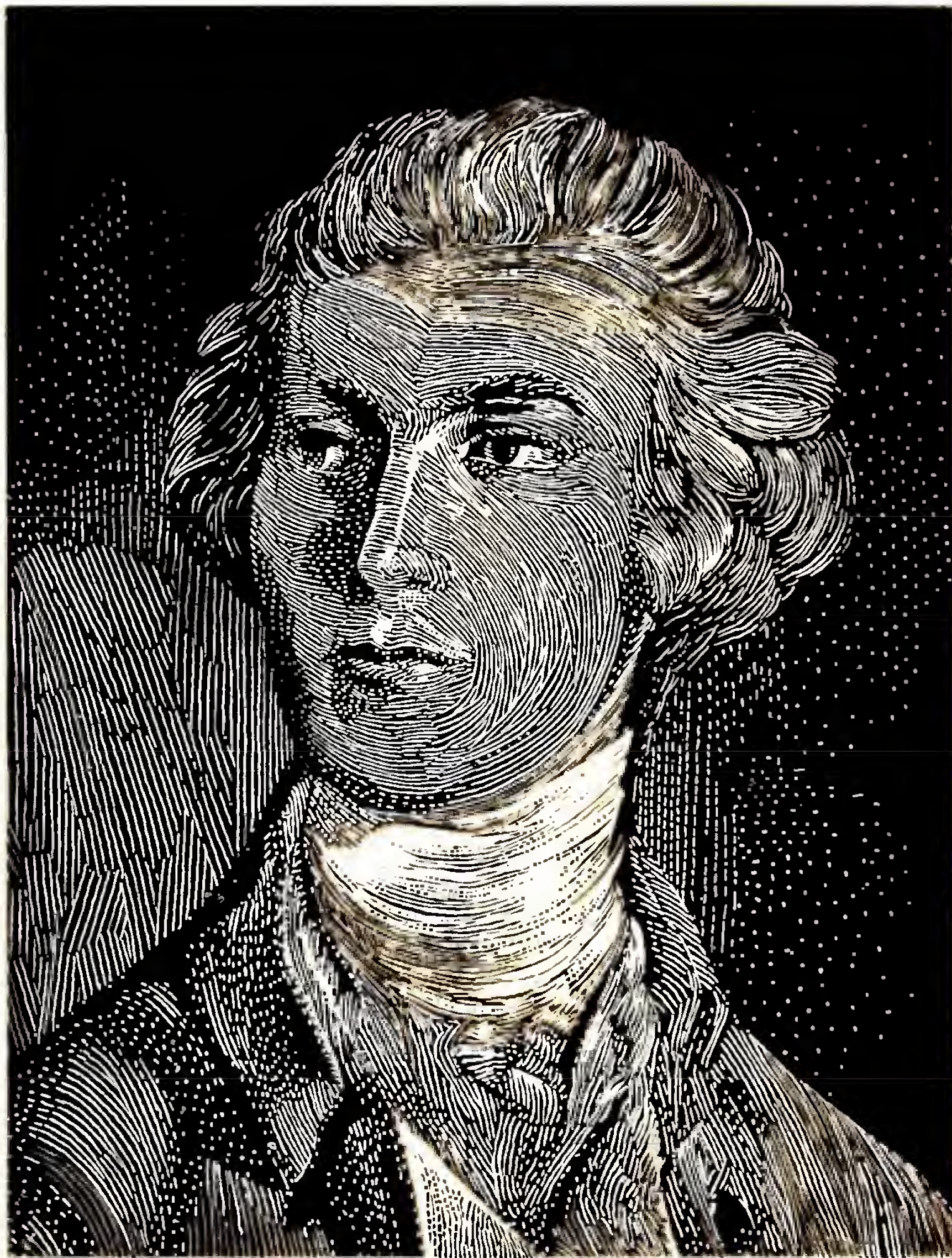


# Lasting Impressions

“What makes the difference between man and man is real performance, and not genius or conception.”

*Thomas Gainsborough (1727-1788). English painter remembered through the years for his “The Blue Boy.”*

At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening—and good buying for lasting impressions.



**WWJ** AM and FM  
**RADIO**

**Detroit's Basic Radio Station**

**NBC Affiliate**

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS



# CONSUMER SPENDING BASICS

## How the U. S. consumer spends his money

### Average annual expenditures per household

	Dollars	Percent
<b>Food, Beverages &amp; Tobacco—Total</b>	<b>\$1,203</b>	<b>100%</b>
Baby foods	5	*
Beverages (soft, carbonated)	22	2
Butter, margarine	21	2
Cereals	8	1
Cheese, cheese products	17	1
Coffee	32	3
Confections, nuts	18	2
Desserts, ice cream	19	2
Fruits, vegetables, juices (total)	142	12
Canned, jarred	39	3
Fresh	82	7
Frozen	14	1
Other, unspecified**	7	1
Ingredients (baking, cooking, salad)	24	2
Meat, fowl, seafood	271	22
Meat sauces	5	*
Prepared mixes	4	*
Soups	7	1
Other food, food beverages	440	36
Beer, ale	22	2
Wine, liquor	25	2
Tobacco, tobacco products	121	10
*Less than 0.5%. **Unspecified whether frozen, canned, jarred, fresh, etc.		
<b>Home Furnishings &amp; Equipment—Total</b>	<b>\$346</b>	<b>100%</b>
Appliances (major)	84	24
Appliances (smaller)	13	4
Bedding, linens	22	6
Dining equipment	7	2
Floor coverings (removable)	29	8
Furniture	62	18
Household waxes, polishes, cleaners	5	2
Laundry soaps & detergents	17	5
Tools, hardware	23	7
Other home furnishings & equipment	84	24
<b>Automotive—Total</b>	<b>\$591</b>	<b>100%</b>
Automobiles	299	51
Batteries, oil filters, spark plugs	8	1
Gasoline, oil	154	26
Passenger car tires, tubes	21	4
Other automotive	109	18

	Dollars	Percent
<b>Medical &amp; Personal Care—Total</b>	<b>\$222</b>	<b>100%</b>
Drugs, remedies	50	23
Medical equipment, supplies	5	2
Cosmetics, beauty aids	11	5
Dental supplies	4	2
Hair preparations	6	3
Shaving supplies, equipment	6	2
Tissues (toilet, facial)	8	3
Other medical & personal care	132	60
<b>Home Operation &amp; Improvement—Total</b>	<b>\$763</b>	<b>100%</b>
Basic materials	59	8
Communications	39	5
Home decoration materials	18	2
Home heating, utilities	153	20
Housing	442	58
Other home operation & improvement	52	7
<b>Clothing &amp; Accessories—Total</b>	<b>\$494</b>	<b>100%</b>
All clothing & footwear (total)	430	87
Men's & boys' clothing	123	25
Men's & boys' footwear	25	5
Women's & girls' clothing	210	43
Women's & girls' footwear	32	7
Infants' clothing & footwear	16	3
Clothing (unspecified*)	12	2
Footwear (unspecified*)	12	2
Accessories & clothing care (total)	64	13
Jewelry, watches	19	4
Other accessories & clothing care	45	9
*Unspecified whether for male or female and/or infants, children or adults.		
<b>Recreation &amp; Recreation Equipment—Total</b>	<b>\$215</b>	<b>100%</b>
Games, toys	19	9
Pet foods	7	3
Photographic equipment	11	5
Radios, TV sets, phonographs	42	20
Spectator fees	28	13
Sport goods, equipment	16	7
Other recreation & equipment	92	43
<b>Other Goods &amp; Services—Total</b>	<b>\$276</b>	<b>100%</b>
Writing equipment	18	7
Other goods & services	258	93

SOURCE: "Life" Study of Consumer Expenditures. Copyright 1957, Time, Inc. Average expenditures per household.



*Washington throwing dollar  
across Rappahannock - J. Dunne '59*



## **Nobody could ever make a dollar go farther** (until ABC Radio came along)

Perhaps *your* pitch is falling short . . . not enough impressions getting across. Sounds like a good time to reappraise your media lineup . . . find out where you can best add more muscle and momentum—*without* adding more dollars to your budget. And *that* sounds like the ABC Radio Network.

Look what ABC delivers:

1. Millions of additional advertising impressions at one of the lowest costs per thousand available in any media today.
2. Exciting, smart-selling personalities who go all out to help with your merchandising efforts.

3. Thorough coverage of nationwide distributor areas, with more opportunities for dealer-distributor tie-ins on local affiliates.
4. Astounding, continuing growth. More than 2,600,000 homes added to ABC's (and *your*) potential audience since last year—the equivalent of 5 major markets.

Best of all, when you realign your schedule to include ABC (and the many advantages it offers), you can keep your budget at its present level . . . or even reduce it a bit.

And, especially these days, that's an awful lot of distance for a dollar.

## **ABC RADIO NETWORK**



## Average annual expenditures by household income

Annual earnings	Under \$2,000	\$2,000- \$2,999	\$3,000- \$3,999	\$4,000- \$4,999	\$5,000- \$6,999	\$7,000- \$9,999	\$10,000 or more
Percent of U.S. households	17.5%	14.4%	15.3%	18.8%	19.7%	9.5%	4.7%
Avg. persons per household	2.7	3.2	3.4	3.4	3.6	3.7	3.8
<b>Food, Tobacco—Total</b>	<b>\$689</b>	<b>\$976</b>	<b>\$1,167</b>	<b>\$1,271</b>	<b>\$1,417</b>	<b>\$1,622</b>	<b>\$1,913</b>
Baby foods	2	3	6	6	6	5	4
Beverages (soft, carbonated)	13	20	24	25	26	25	29
Butter, margarine	14	18	21	22	23	27	25
Cereals	7	8	9	10	9	10	8
Cheese, cheese products	10	14	17	17	19	21	24
Coffee	24	32	32	32	35	38	37
Confections, nuts	9	13	16	20	25	27	25
Desserts, ice cream	11	14	19	18	24	26	29
Fruits, veg., juices (total)	90	119	138	152	167	171	210
Canned, jarred	25	34	38	45	47	42	49
Fresh	53	68	82	85	95	101	124
Frozen	6	11	12	15	18	21	31
Other (unspecified)	6	6	6	7	7	7	6
Ingred. (bak'g, cook'g, salad)	28	27	26	23	22	20	23
Meat, fowl, seafood	159	223	274	287	314	363	390
Meat sauces	2	3	4	5	5	5	6
Prepared mixes	3	4	5	6	5	6	5
Soups	4	6	8	8	10	9	10
Other food, food beverages	230	324	412	465	524	628	818
Beer, ale	10	14	20	27	29	32	29
Wine, liquor	7	30	19	16	29	36	89
Tobacco, tobacco products	66	104	117	132	145	173	152
<b>Automotive—Total</b>	<b>\$206</b>	<b>\$375</b>	<b>\$554</b>	<b>\$621</b>	<b>\$797</b>	<b>\$925</b>	<b>\$1,156</b>
Automobiles	72	171	290	309	417	479	642
Batt'rs, oil filters, spk. plugs	4	7	8	9	10	11	14
Gasoline, oil	79	124	147	168	190	205	236
Passenger car tires, tubes	10	16	22	24	25	30	38
Other automotive	41	57	81	111	155	200	226
<b>Furnish'gs, Equip.—Total</b>	<b>\$132</b>	<b>\$229</b>	<b>\$286</b>	<b>\$354</b>	<b>\$458</b>	<b>\$523</b>	<b>\$809</b>
Appliances (major)	36	61	77	89	106	114	181
Appliances (smaller)	4	9	12	15	16	16	23
Bedding, linens	10	17	21	22	26	37	34
Dining equipment	2	4	8	6	8	11	20
Floor coverings (removable)	7	12	15	25	37	41	156
Furniture	15	40	47	62	85	119	150
Ho'ld waxes, pol., cleaners	2	4	6	6	6	8	8
Laundry soaps & detergents	10	12	15	17	26	17	21
Tools, hardware	12	18	13	21	39	34	32
Other. furnish'gs & equip.	31	52	72	91	109	126	184
<b>Med. &amp; Pers. Care—Total</b>	<b>\$139</b>	<b>\$153</b>	<b>\$209</b>	<b>\$225</b>	<b>\$262</b>	<b>\$286</b>	<b>\$444</b>
Drugs, remedies	40	45	46	48	57	62	78
Medical equip., supplies	5	3	4	4	5	5	7
Cosmetics, beauty aids	6	10	11	10	15	13	21
Dental supplies	2	3	4	4	5	6	6
Hair preparations	3	4	7	6	6	8	10
Shaving supplies, equipment	2	3	5	6	7	10	11
Tissues (toilet, facial)	4	6	8	8	9	10	10
Other med. & personal care	77	79	124	139	158	172	301

Source: "Life" Study of Consumer Expenditures, Copyright 1957, Time, Inc.



# Consumers may spend \$8 billion on appliances this year

## A. Consumer spending on electrical appliances

Year	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
Billions of \$	\$7.4	\$6.1	\$6.2	\$7.2	\$7.1	\$8.3	\$8.4	\$8.0	\$7.4	\$8.0

Source: Dollar figures and 1959 estimate by "Electrical Merchandising."

## B. Appliance sales and saturation

PRODUCT	% wired homes with appliances	1957		1958	
		NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE
AIR CONDITIONERS, Room	11.7	1,586,000	\$491,660,000	1,550,000	\$472,750,000
BED COVERINGS, Electric	17.9	2,200,000	57,200,000	2,410,000	60,129,000
CLEANERS, VACUUM, Floor Type	70.9	3,190,000	269,140,000	3,200,000	283,520,000
CLOCKS	76.4	8,400,000	54,600,000	8,100,000	53,000,000
COFFEE MAKERS, Automatic	47.7	4,365,000	85,100,000	4,200,000	79,590,000
DEHUMIDIFIERS	2.2	225,000	26,100,000	210,000	22,050,000
DISHWASHERS, Motor-Driven	5.8	390,000	104,250,000	400,000	110,000,000
DRYERS, Clothes, Total	15.6	1,294,000	295,998,000	1,211,000	273,840,000
Electric		894,000	193,998,000	826,000	177,590,000
Gas		400,000	102,000,000	385,000	96,250,000
FOOD WASTE DISPOSERS	8.5	550,000	49,473,000	620,000	55,769,000
FREEZERS, Home	21.0	925,000	346,875,000	1,100,000	385,000,000
FRYPAN—SKILLETS	36.3	5,200,000	98,500,000	3,750,000	71,062,000
HEATERS	27.7				
Fan-Forced & Fan-Htr. Portable		925,000	20,305,000	985,000	21,621,000
Non-Fan Forced Portable		295,000	6,932,000	270,000	6,399,000
HEATING PADS	37.8	2,055,000	12,535,000	1,920,000	11,994,000
IRONERS	8.8	44,000	9,592,000	35,000	7,525,000
AUTOMATIC IRONS	89.1	1,650,000	16,417,000	1,100,000	10,945,000
STEAM IRONS	52.6	5,425,000	91,950,000	3,975,000	71,351,000
MIXERS, Food	50.0				
Standard		1,200,000	52,800,000	770,000	30,415,000
Portable		2,400,000	44,400,000	1,995,000	36,907,000
PHONOGRAPHS—RECORD PLAYERS	56.7				
Single Players		3,717,000	334,620,000	3,300,000	330,000,000
Combination Units		1,048,000	282,960,000	750,000	236,250,000
Record Player Attachments		213,000	8,520,000	100,000	4,000,000
STANDARD RANGES	29.8	940,000	239,700,000	800,000	204,000,000
BUILT-IN RANGES	4.0	425,000	121,975,000	535,000	150,870,000
REFRIGERATORS	97.7	3,350,000	1,072,000,000	3,050,000	976,000,000
SHAVERS	62.8	6,650,000	132,667,000	6,400,000	124,800,000
TOASTERS, Automatic & Non-Auto.	79.9	4,000,000	71,874,000	3,400,000	61,290,000
WAFFLE IRONS—SAND. GRILLS	34.4	895,000	17,855,000	775,000	15,460,000
WASHING MACHINES	90.9				
Automatic & Semi-Automatic		2,814,000	787,920,000	2,744,000	768,320,000
Wringer & Spinner		977,000	151,435,000	948,000	146,940,000
WATER HEATERS, Storage	18.2	800,000	84,000,000	820,000	86,100,000

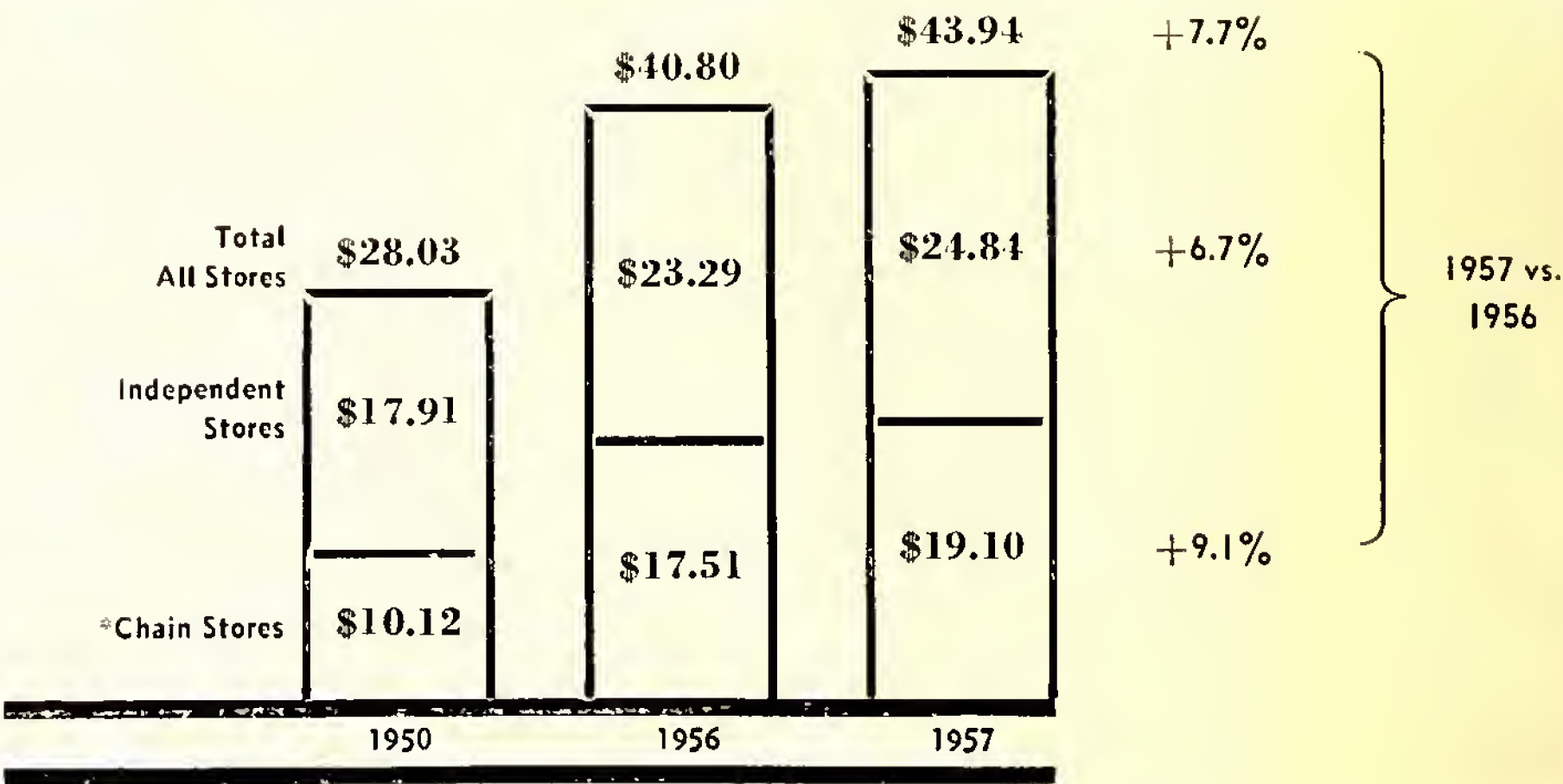
SOURCE: "Electrical Merchandising." Saturation figure is as of 1 Jan. 1959. All appliances listed are electrical except that clothes dryers' total includes gas-heated types. Total includes exports.



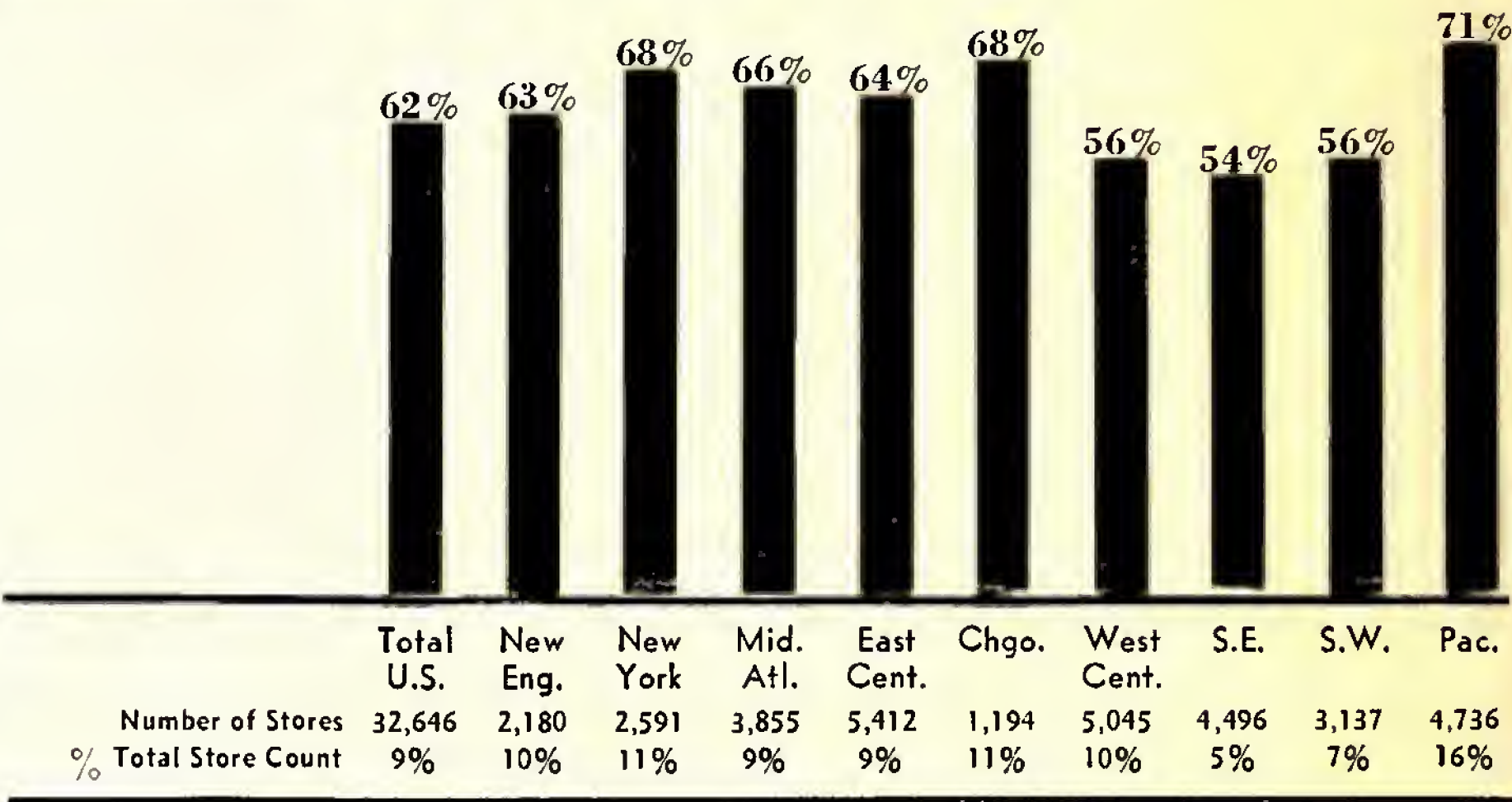
# RETAILING BASICS

Here are the major food store trends

ANNUAL FOOD STORE DOLLAR SALES TRENDS  
Billions of dollars  
Total U. S.



MARKET SHARES OF CHAINS AND LARGE INDIE SUPERMARKETS  
12 months through  
April 1958

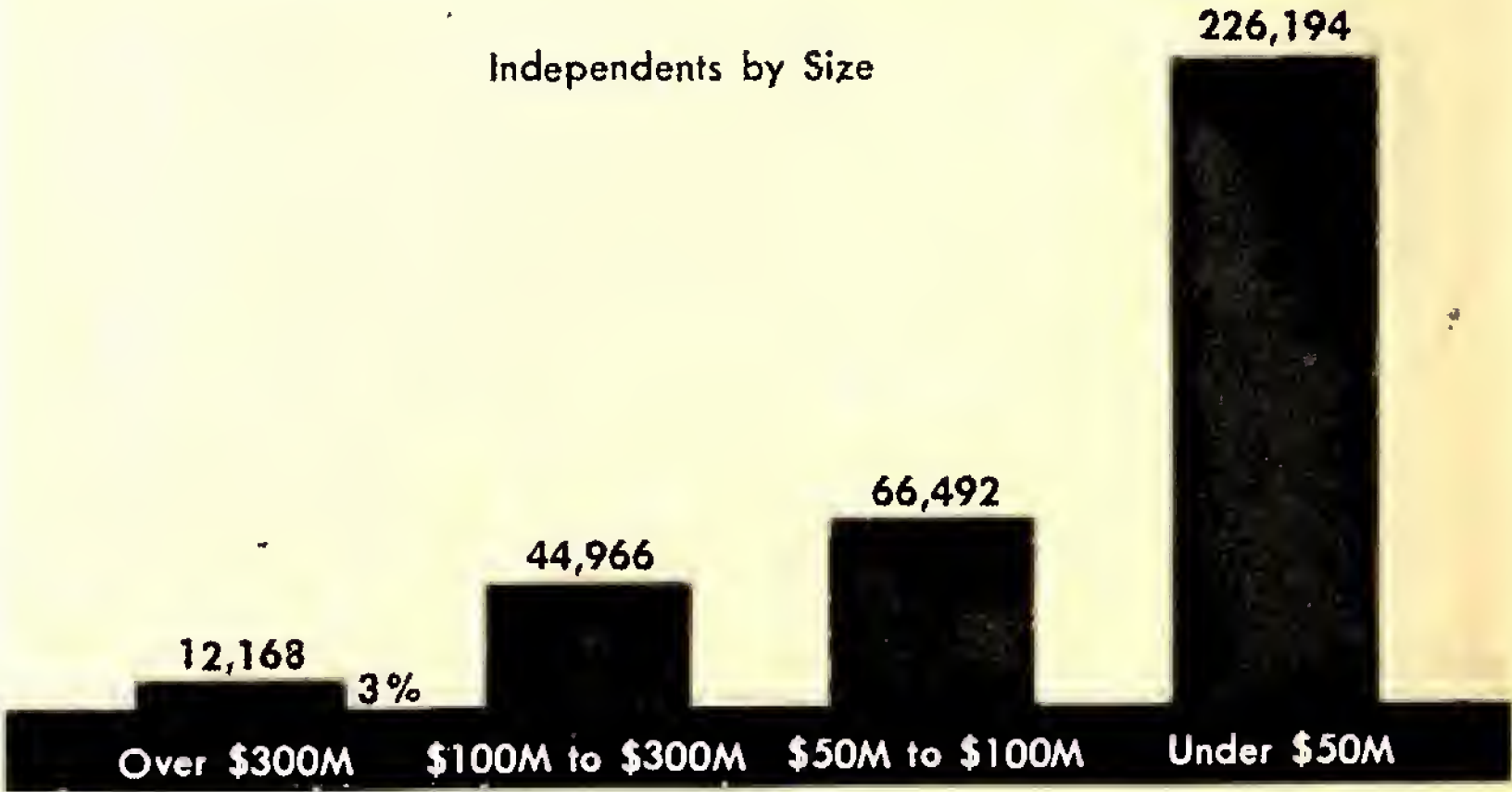


ESTIMATED FOOD STORE COUNTS BY TYPE AND SIZE  
Total U. S. as of April 1958

Total Number 370,298

Independents 349,820  
94 %

\*Chains 20,478 6%



Nielsen Food Index data charts growing sales, high market shares for chains and indie supers. Middle chart covers stores of \$300,000 volume plus. \*Four or more stores





**36.4%**  
OF  
FLORIDA'S FOOD  
SALES ARE MADE  
IN THE LAND\* OF

*Profitunity*

\* Includes Tampa-St. Petersburg  
Metropolitan Market—Amer-  
ica's 28th Food Sales Market  
—PLUS 26 counties in Flor-  
ida's richest, most heavily  
populated trade area.

In the big eight years, 1950-1958, Food Sales in this big 26-county market jumped an amazing 146%! Now, more than a third of Florida's total Food Sales are made in the area delivered by WFLA-TV—the *Land of Profitunity*!

Use the blanket coverage of WFLA-TV to cash in on the sales opportunity—and profit opportunity—in America's 26th Retail Sales Market plus 26 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Write us, or consult your BLAIR-TV man for top rated availabilities on WFLA-TV—sales powerhouse in the Land of Profitunity.

Figures from Sales Management 1959 Survey of Buying Power.



NATIONAL REPRESENTATIVES, BLAIR-TV



## What consumers spend in grocery stores

### Share of grocery store sales of items sold in grocery stores

DEPARTMENTS	Value of Total Domestic Consumption (000)	1957 Amount Spent in Grocery Stores (000)	% Groc. to Total Consump.	Value of Total Domestic Consumption (000)	1956 Amount Spent in Grocery Stores (000)	% Groc. to Total Consump.
<b>Food Products</b>						
Fresh & Cured Meat, Fish & Poultry .....	\$18,796,320	\$10,909,270	58	\$16,954,190	\$ 9,363,550	55
Frozen Foods .....	2,171,710	1,703,400	78	1,981,490	1,546,850	78
Dairy Products .....	12,314,070	3,876,810	31	12,297,050	3,837,040	31
Produce .....	7,741,940	4,864,200	63	7,609,810	4,535,840	60
Baked Goods .....	6,282,510	3,268,000	52	5,974,290	3,130,500	52
Cereals, Flour, Macaroni ..	1,540,420	1,251,450	81	1,494,340	1,214,730	81
Baking Supplies .....	48,240	42,160	87	49,780	43,770	88
Fats & Shortening .....	1,183,560	747,110	63	1,081,820	676,480	63
Canned Foods .....	4,438,850	3,467,690	78	4,277,620	3,332,520	78
Dried Foods .....	967,750	496,390	51	1,007,760	517,830	51
Prepared Beverages .....	3,048,270	2,015,000	66	2,958,760	1,940,320	66
Soft Drinks .....	1,862,790	477,380	26	1,794,260	452,920	25
Alcoholic Beverages .....	10,425,610	841,370	8	10,580,750	809,230	8
Condiments, Dressings, Spreads, Relishes .....	1,183,210	828,330	70	1,117,070	780,870	70
Sweeteners, Flavors .....	810,510	604,250	75	766,140	608,810	79
Jams, Jellies, Preserves ..	230,780	196,160	85	225,580	190,850	85
Desserts .....	118,440	100,470	85	122,240	103,700	85
Confectionery .....	2,228,960	481,110	22	2,128,880	453,580	21
Other Foods .....	919,300	487,280	53	634,370	326,360	51
<b>TOTAL FOODS CONSUMED</b>	<b>\$76,313,240</b>	<b>\$36,657,830</b>	<b>48</b>	<b>\$73,056,200</b>	<b>\$33,865,750</b>	<b>46</b>
<b>Other Grocery Products</b>						
Household Supplies .....	\$ 2,992,980	\$ 2,106,690	70	\$ 2,789,240	\$ 1,948,220	70
Pet Foods .....	447,180	325,860	73	415,360	305,070	73
Tobacco Products .....	5,727,740	1,683,310	29	5,469,520	1,592,940	29
<b>SUB-TOTAL FOR OTHER GROCERY PRODUCTS</b>	<b>\$ 9,167,900</b>	<b>\$ 4,115,860</b>	<b>45</b>	<b>\$ 8,674,120</b>	<b>\$ 3,846,230</b>	<b>44</b>
<b>TOTAL FOODS &amp; GROCERY PRODUCTS</b>	<b>\$85,481,140</b>	<b>\$40,773,690</b>	<b>48</b>	<b>\$81,730,320</b>	<b>\$37,711,980</b>	<b>46</b>
<b>Non-Foods</b>						
Health & Beauty Aids .....	\$ 4,465,060	\$ 846,500	19	\$ 4,142,300	\$ 735,080	18
Greeting Cards .....	341,460	9,230	3	316,170	8,700	3
Magazines & Newspapers ..	1,780,830	55,300	3	1,746,630	53,640	3
Toys .....	1,487,770	20,070	1	1,293,670	18,670	1
Phonograph Records .....	400,000	45,500	11	313,000	19,530	6
<b>SUB-TOTAL FOR NON-FOODS INDIVIDUALLY LISTED ABOVE</b>	<b>\$ 8,475,120</b>	<b>\$ 976,600</b>	<b>12</b>	<b>\$ 7,811,770</b>	<b>\$ 835,620</b>	<b>11</b>
Housewares .....	<i>nd</i>	\$ 231,550	<i>nd</i>	<i>nd</i>	\$ 211,460	<i>nd</i>
Other Non-Foods .....	<i>nd</i>	1,058,160	<i>nd</i>	<i>nd</i>	581,940	<i>nd</i>
<b>TOTAL NON-FOODS AND OTHER GROCERY PRODUCTS</b>	<b><i>nd</i></b>	<b>\$ 6,382,170</b>	<b><i>nd</i></b>	<b><i>nd</i></b>	<b>\$ 5,475,250</b>	<b><i>nd</i></b>
<b>GRAND TOTAL</b>		<b>\$43,040,000</b>			<b>\$39,341,000</b>	

These widely-used figures are prepared by "Food Topics" and "Food Field Reporter" under the supervision of Dr. Paul C. Olsen, market research director. Domestic consumption figures are in terms of retail store valuation no matter how distributed. Grocery store totals exclude specialty food stores. Frozen meat, fish, poultry are included under Frozen Foods.

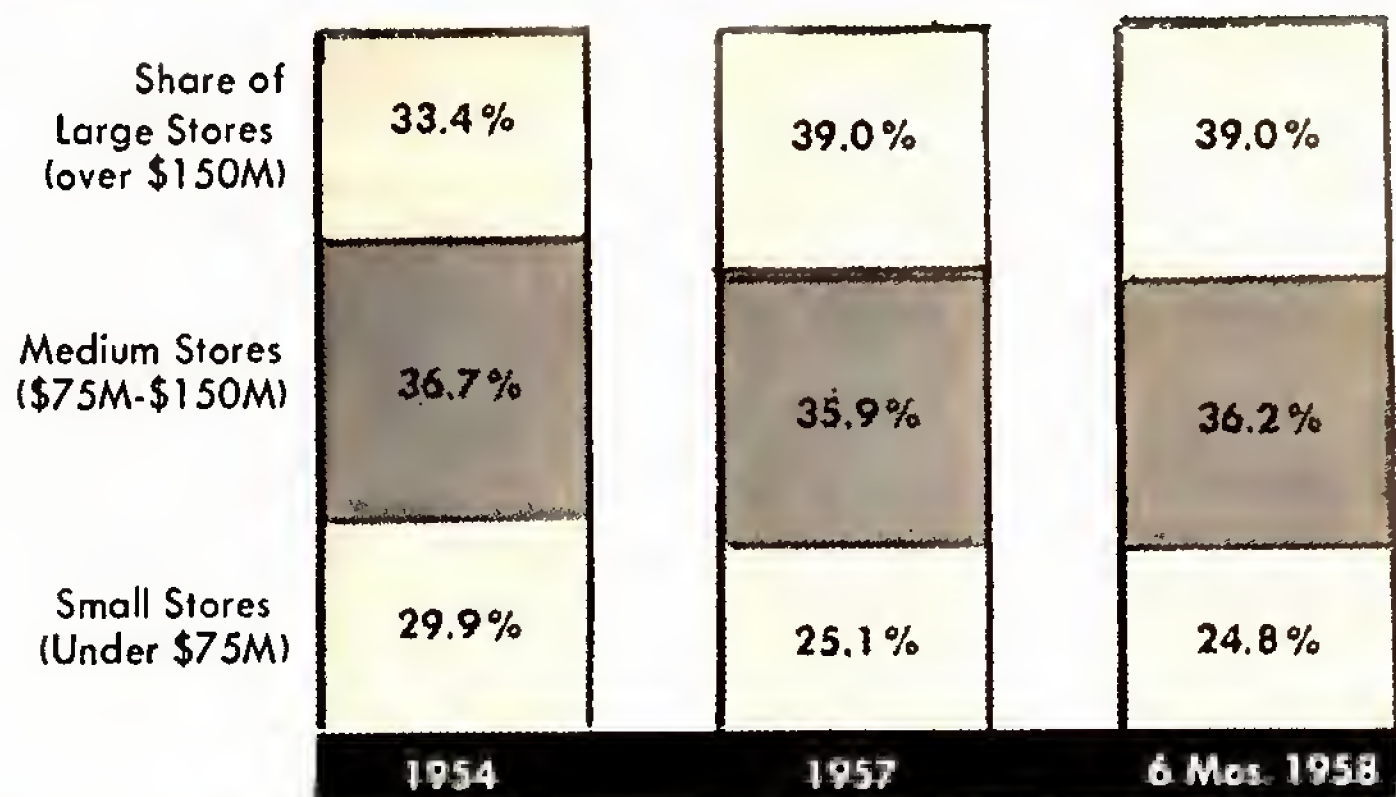
Olive oil included with salad dressings. Alcoholic beverage figures cover spending in all retail outlets, including restaurants. Total magazine figures cover newsstand sales of weekly and monthly periodicals, comics, etc. Newspaper figures cover newsstand, delivery, subscription sales. Toys exclude sporting goods, bicycles, tricycles. "nd" means no data.



## The major drug store trends as charted by Nielsen

### DIVISION OF INDEPENDENT DRUG AND PROPRIETARY STORE SALES BY STORE SIZE

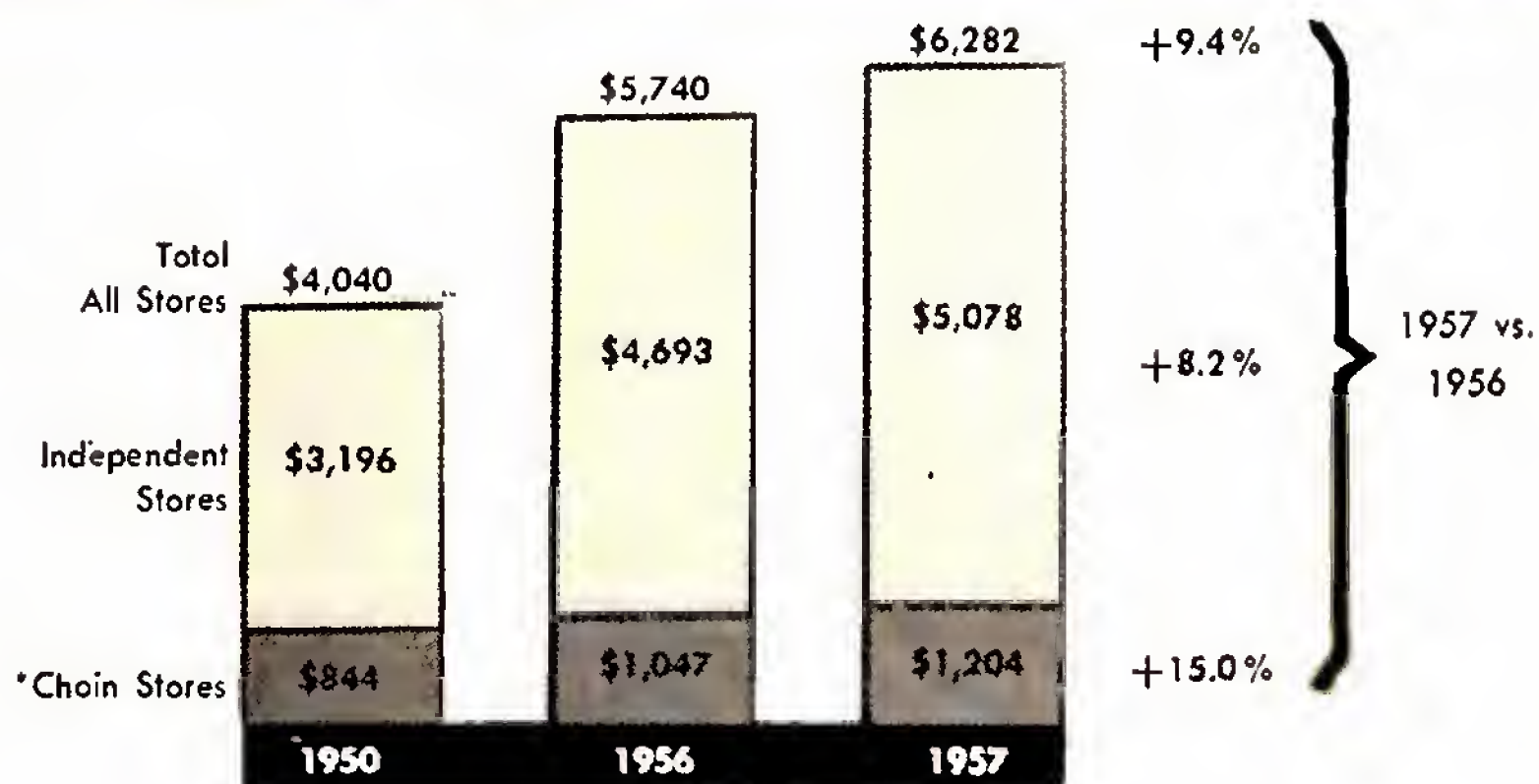
Total U. S.—dollar basis



### ANNUAL DRUG AND PROPRIETARY STORE DOLLAR SALES TRENDS

Millions of dollars

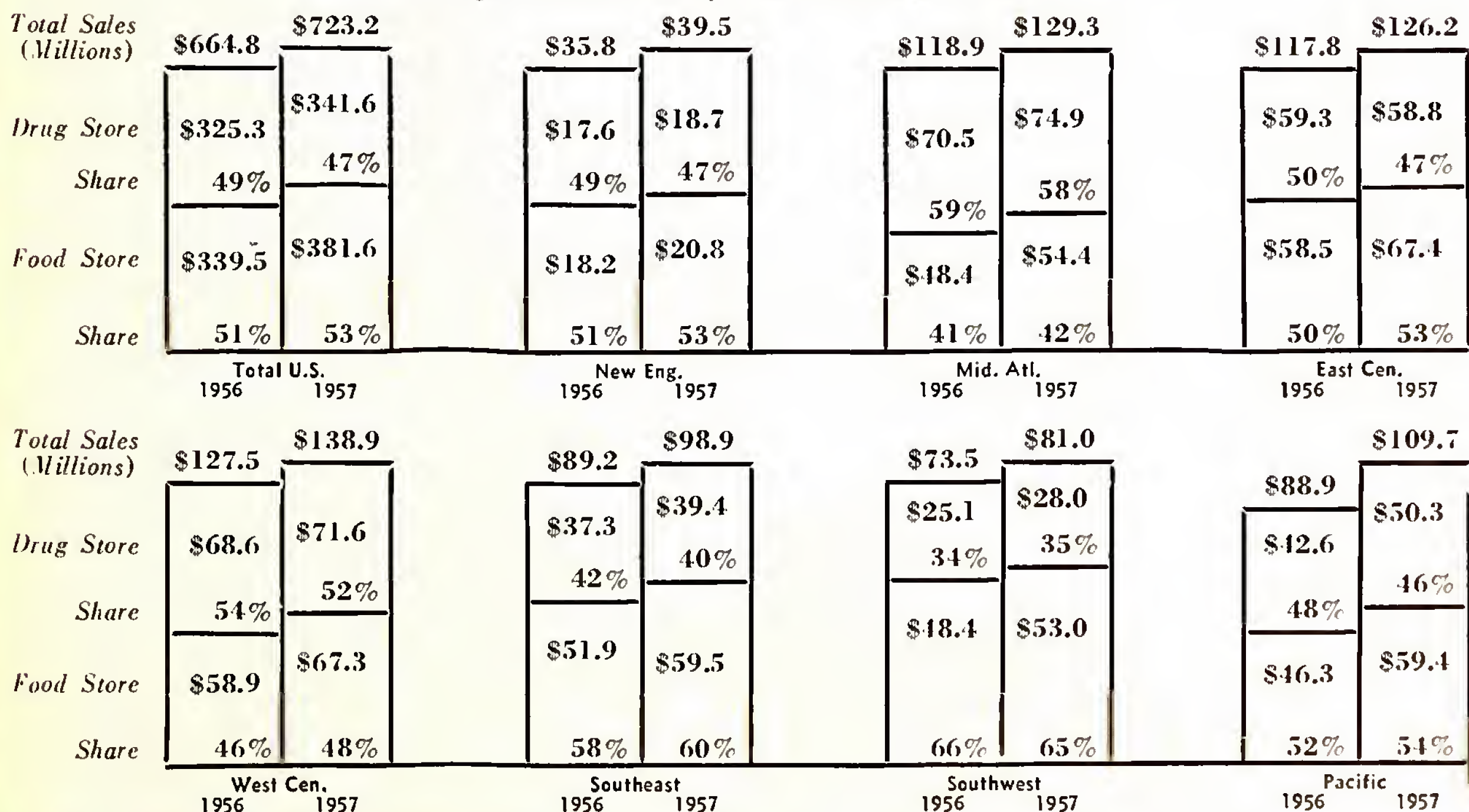
Total U. S.



\*4 or more stores.

## SALES GROWTH OF 10 HEALTH AND BEAUTY COMMODITIES

Drug and Food Stores by Area in Millions of Dollars





## What consumers spend in drug stores

### Share of drug stores' sales of items sold in drug stores

DEPARTMENTS	Civilian spending in all outlets	1957 Spending in drug stores only	% Drug store to total spending	Civilian spending in all outlets	1956 Spending in drug stores only	% Drug store to total spending
<b>Drugs; other health aids:</b>						
Prescriptions .....	\$1,728,000	\$1,693,240	98	\$1,491,000	\$1,461,200	98
Packaged medication .....	1,487,730	1,015,760	68	1,348,620	925,150	69
Prescription accessories .....	203,390	89,740	44	194,300	85,580	44
First aid .....	144,290	89,580	62	140,850	88,710	63
Foot products .....	50,280	29,420	59	46,000	27,090	59
Baby needs .....	457,500	110,210	24	428,700	105,580	25
Feminine needs .....	225,930	89,920	40	217,730	87,130	40
Veterinary .....	223,590	75,320	34	211,140	72,120	34
Dieting aids .....	56,370	46,520	83	51,130	42,540	83
Sub-total .....	\$4,577,080	\$3,239,710	....	\$4,129,470	\$2,895,100	....
Duplication .....	385,000	375,000	....	416,000	405,000	....
Sub-total for drugs, other health aids .....	\$4,192,080	\$2,864,710	68	\$3,713,470	\$2,490,100	67
<b>Toiletries:</b>						
Oral hygiene .....	344,180	119,350	35	296,450	106,400	36
Hair products .....	613,710	230,510	38	578,860	220,760	38
Shaving products .....	410,940	132,780	32	391,740	129,370	33
Hand products .....	110,240	37,650	34	102,740	35,770	35
Cosmetics .....	420,590	127,780	30	406,930	123,920	30
Other toiletries .....	943,720	133,020	14	852,750	127,970	15
Sub-total for toiletries .....	\$2,843,380	\$ 781,090	27	\$2,629,470	\$ 744,190	28
Total for drugs, other health aids, toiletries .....	\$7,035,460	\$3,645,800	52	\$6,342,940	\$3,234,290	51
<b>Other products:</b>						
Home sanitation .....	170,080	38,020	22	162,370	37,470	23
Household supplies .....	296,400	25,410	9	280,260	24,990	9
Stationery .....	963,210	157,830	16	921,870	152,440	17
Magazines & newspapers .....	1,771,420	196,640	11	1,737,080	193,640	11
Photographic .....	723,040	240,690	33	651,560	210,690	32
Sundries .....	2,235,760	198,080	9	2,006,310	184,750	9
Sub-total for other products .....	\$6,159,910	\$ 856,670	14	\$5,759,450	\$ 803,980	14
<b>Fountain &amp; luncheonette .....</b>	\$1,795,000	\$ 605,000	34	\$1,743,300	\$ 609,400	35
<b>Packaged ice cream .....</b>	\$ 693,400	\$ 84,110	12	\$ 706,200	\$ 91,810	13
<b>Candy, tobacco:</b>						
Confectionery .....	\$2,228,960	\$ 177,350	8	\$2,128,880	\$ 172,350	8
Tobacco .....	5,830,620	606,950	10	5,560,790	578,880	10
Sub-total for confectionery, tobacco .....	\$8,059,580	\$ 784,300	10	\$7,689,670	\$ 751,230	10
<b>Alcoholic beverages .....</b>	\$10,425,610	\$ 87,960	1	\$10,580,750	\$ 89,940	1
Sub-total for drug store products and services individually listed above .....	\$34,168,960	\$6,063,840	18	\$32,822,310	\$5,580,650	17
<b>Unclassified .....</b>	nd	\$ 396,160	nd	nd	\$ 269,350	nd
<b>GRAND TOTAL .....</b>	.....	\$6,460,000	....	.....	\$5,850,000	....

This 11th annual study of drug store and drug product sales is prepared by "Drug Topics" and "Drug Trade News" under the supervision of Dr. Paul C. Olsen, market research director. Packaged medication includes prescription items. "Duplication" is estimated amount for packaged medication and other

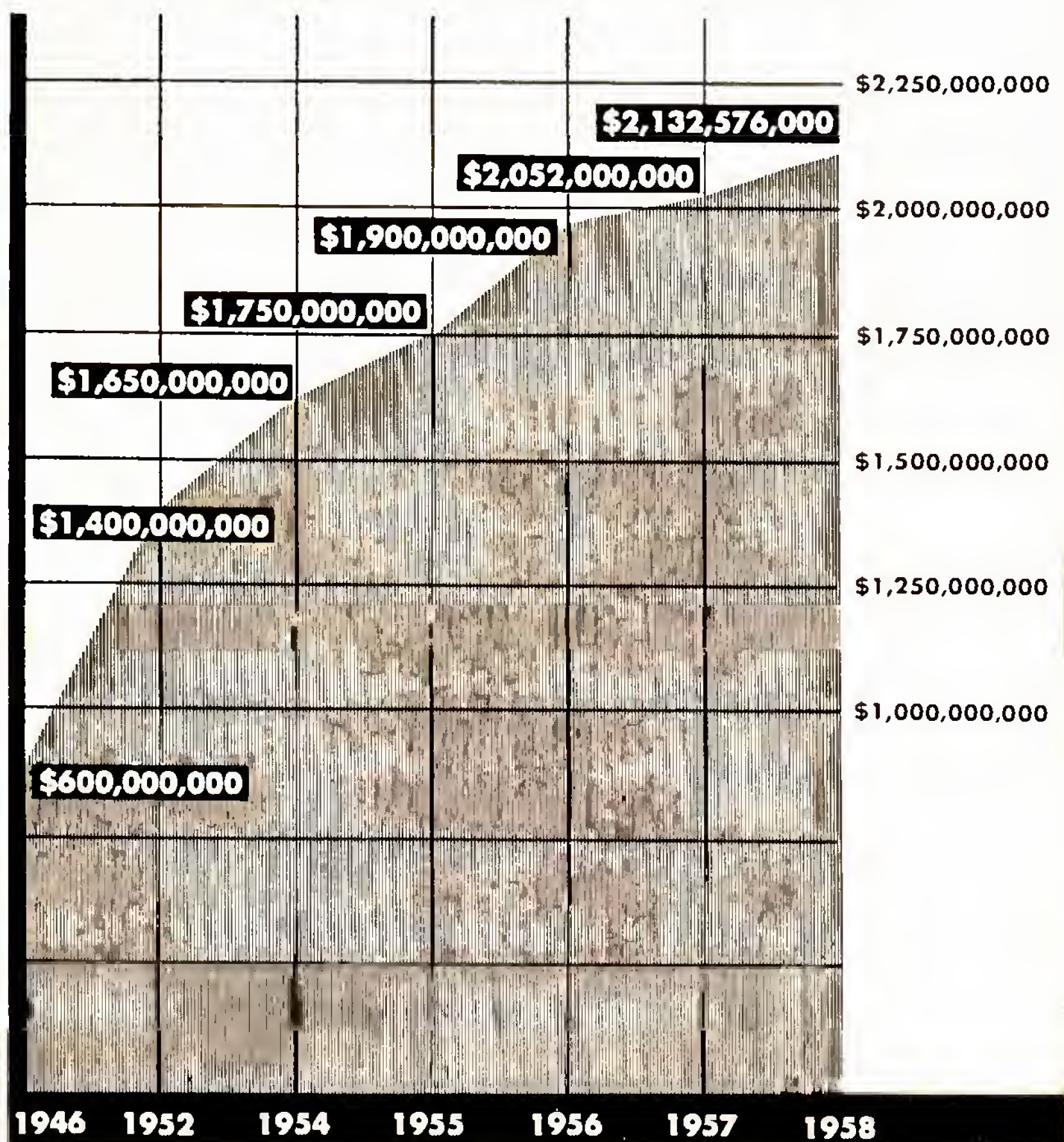
health aids supplied as prescriptions. Total magazine figures cover newsstand sales of weekly and monthly periodicals, comics, etc. Newspaper figures cover newsstand, delivery and subscription sales. Alcoholic beverage figures (at the bottom of chart) cover spending in all retail outlets, including restaurants.



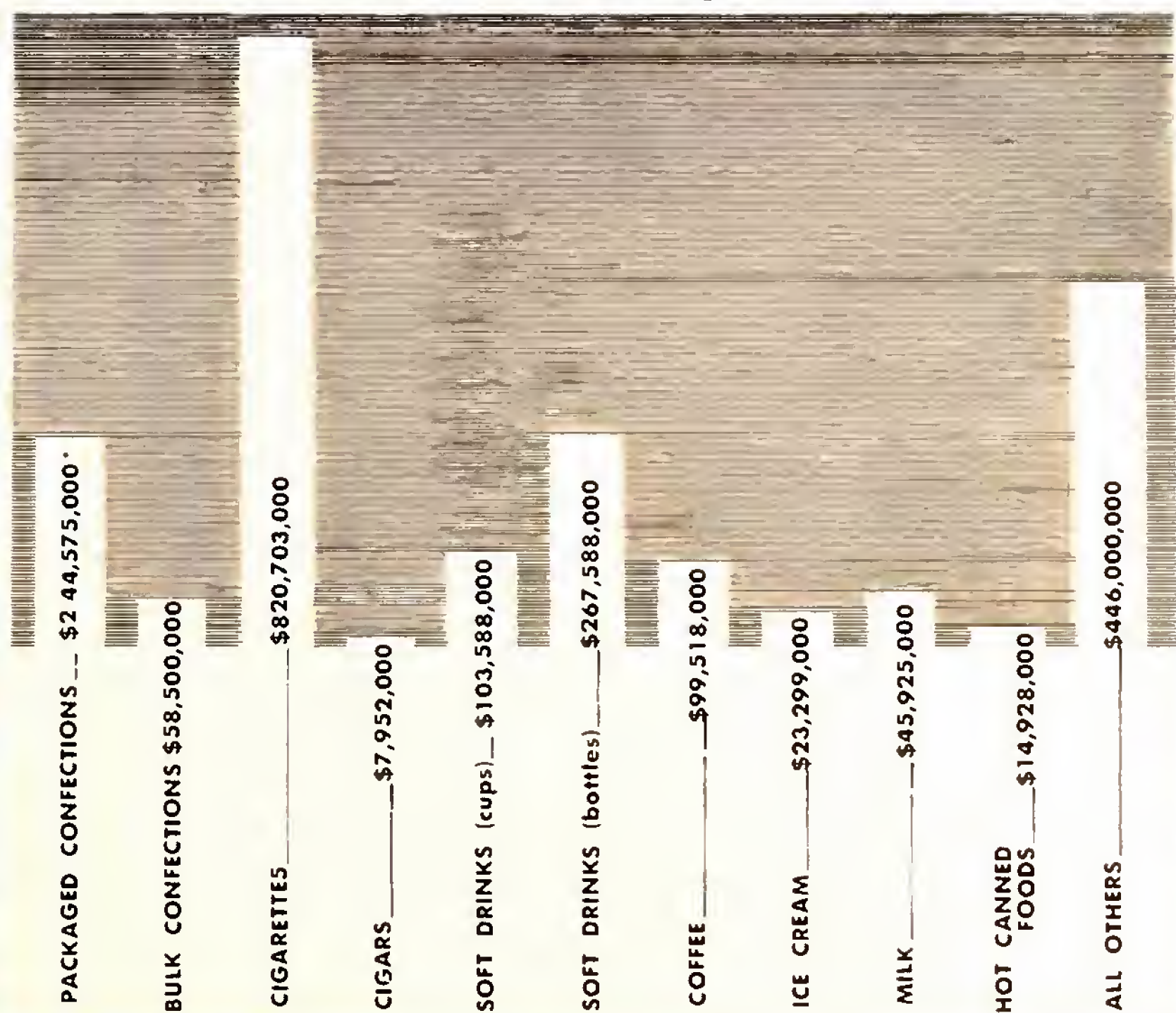
## Vending machine sales continue their steady rise, are now more than triple the '46 level

Despite the recession and a few soft spots in the industry, vending sales continued rising last year, according to figures from Vend magazine's 1959 data book. The number of new machines moving into the market, however, went down compared with the record level that was hit in 1957

Vended dollar volume: 1946-1958



Analysis of 1958 vending sales volume



## Cigarettes are the biggest vending item by a wide margin

Cigarettes are not only the top vending item but showed the best progress of all vending items last year, reports Vend magazine's 1959 data book. The share of domestic cigarette sales going to vending machines rose in 1958 as new high-capacity machines appeared to handle the many brands that have appeared on the market



# 1959 Air Media Basics Advertisers

ABC Radio	195	KELO-TV	146	WFLA-TV
Ampex	173	KFAC	63	WFLN
Audio Productions	169	KFMB	57	WFRV-TV
Canadian Assoc. Broadcasters	183	KFWB	84	WGH
Bartell	3	KJEO-TV	146	WGY
BMI	8	KMBC	BC	WHB
Charles Bernard	77	KMJ-TV	5	WIBW-TV
Cascade	105	KNOE-TV	147	WICS-TV
CBC	178	KNUZ	86	WHIC-TV
CKLW-TV	92	KOBY	91	WILK
Craven Film Company	177	KOCO-TV	135	WINF
Crosley	97	KODE-TV	150	WIS
Phil Davis	176	KOMO-TV	159	WIS-TV
Gene Deitch	177	KONO	90	WISC
Flamingo	217, 228	KPQ	88	WJAC-TV
Forjoe, Inc.	113	KROD-TV	188	WJBK-TV
H-R	103	KSD	78	WLIB
Institute of Radio Engineers	36	KSD-TV	153	WLS
Katz Agency	180	KSO	76	WMAQ
Klaeger Film	164	KTBS-TV	111	WMCA
McCann Erickson	6, 7	KTOP	75	WNCT
McClatchy Broadcasting	185	KTRI	34	WNEM-TV
Meredith Publishing Co.	189	KVLC	71	WOC-TV
Merrill Lynch, Pierce, Fenner & Smith	148	KWKW	71	WQAM
NBC Radio Network	190, 191	WANN	69	WQXR
Official Films	162	WBBF	81	WRC
Petry	55	WBML	53	WREX-TV
Al Petker	207	WBT	82	WRGB
RCA	IFC	WCBM	1	WROV
RCA Thesaurus	61	WCCO-TV	151	WSGN
Storer	18, 19	WCMJ	45	WSJS-TV
Storz	FC	WCTV	184	WTAR
Taft	129	WDGY	59	WTIC
U. S. Steel	161	WEAU-TV	160	WTIC-TV
Ziv	12, 13	WFAA	85	WTVT
KAKE-TV	145	WFAA-TV	115	WWJ
KBTB	155	WFMB-TV	94	WWRL
KCRA	89	WFGA-TV	138	WXLV
KDAY	10			

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DIRECTORY**

**1959-60 Edition**

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**Chicago**

**Detroit**

**Los Angeles**

**San Francisco**





# NEW YORK

## Networks • Groups

American Broadcasting Co., 7 W. 66th.....	SU 7-5000
Columbia Broadcasting System, 485 Madison at 52nd..	PL 1-2345
Corinthian Broadcasting Corp., 630 Fifth at 50th.....	PL 7-0500
Crosley Broadcasting Corp., 3 E. 54th.....	PL 1-5353
Founders Corp., 420 Lexington at 43rd.....	MU 6-4686
Keystone Broadcasting System, 527 Madison at 54th....	EL 5-3720
Metropolitan Broadcasting Corp., 205 E. 67th.....	LE 5-1000
Mutual Broadcasting System, 1440 Bdwy at 40th.....	BR 9-7600
National Broadcasting Co., 30 Rock. Plaza at 49th.....	CI 7-8300
NTA Film Network, 10 Columbus Ci. at 59th.....	JU 2-7300
RKO Teleradio Pictures, 1440 Bdwy at 40th.....	LO 4-8000
Storer Broadcasting Co., 625 Madison at 59th.....	PL 1-3940
Telebroadcasters, Inc., 41 E. 42nd.....	MU 7-8436
TLF Broadcasters Inc., 9 Rock. Plaza.....	JU 8-1212
Transcontinent TV Corp., 15 E. 47th.....	PL 1-3030
Triangle Publ.—Radio & TV Div., 485 Lexington at 46th	OX 7-9736
Westinghouse, 122 E. 42nd.....	MU 7-0808
The Friendly Group, 60 E. 42nd.....	OX 7-0306

## Representatives

Alaska Radio Sales, 579 Fifth at 47th.....	PL 9-4700
AM Radio Sales, 666 Fifth at 52nd.....	PL 7-4567
Avery-Knodel, 720 Fifth at 56th.....	JU 6-5536
Elizabeth M. Beckjorden, 235 E. 46th St.....	PL 5-4262
Charles Bernard, 730 Fifth at 56th.....	CI 6-7242
Hil F. Best, 101 Park at 40th.....	LE 2-3783
John Blair, 717 Fifth at 56th.....	PL 2-0400
Blair TV, 717 Fifth at 56th.....	PL 2-0400
Blair Television Associates, 717 Fifth at 56th.....	PL 2-0400
Bogner & Martin, 295 Madison at 41st.....	MU 9-2586
Bolling, 247 Park at 46th.....	YU 6-4545
Branham, 99 Park at 40th.....	MU 2-4606
Broadcast Times Sales, 509 Madison at 53rd.....	MU 8-1910
Burn-Smith, 19 W. 44th.....	MU 2-3124
Caribbean Networks, 200 W. 57th .....	CI 7-8224
CBS Radio Spot Sales, 460 Park at 57th.....	PL 1-2345
CBS TV Spot Sales, 485 Madison at 52nd.....	PL 1-2345
Henry I. Christal, 579 Fifth at 47th.....	MU 8-4414
Thomas F. Clark, 608 Fifth at 49th.....	JU 2-1622
College Radio, 405 Lexington at 42nd.....	OX 7-0890
Continental Radio Sales, 545 Fifth at 45th.....	MU 7-6865
Donald Cooke, 666 Fifth at 52nd.....	JU 2-2727
Devney Incorporated, 535 Fifth at 44th.....	YU 6-4390
Bob Oore Associates, 420 Madison at 49th.....	PL 3-8370
Robt. E. Eastman & Co., Inc., 527 Madison at 54th.....	PL 9-7760
Everett-McKinney, 40 E. 49th.....	PL 3-9332
Fine Music Hi-Fi Brdcstrs. 17 W. 44th.....	MU 7-7040
Forjoe Co., Inc., 580 Fifth at 47th.....	JU 6-3100
Gill-Perna, 654 Madison at 60th.....	TE 8-4740
Good Music Broadcasters, 51 Vanderbilt at 45th.....	MU 3-2295
W. S. Grant, 7 E. 48th.....	PL 3-1433
Melchor Guzman, 9 Rock. Plaza at 51st.....	CI 7-0624
Arthur H. Hagg, 366 Madison at 45th.....	MU 2-8865
Harrington, Righter & Parsons, 589 Fifth at 48th.....	MU 8-7050
Headley-Reed, 750 Third at 46th.....	YU 6-5800
George P. Hollingbery, 500 Fifth at 42nd.....	OX 5-5560
Hal Holman, 366 Madison at 46th.....	MU 7-5365
Geo. T. Hopewell, Inc., 101 Park at 40th.....	LE 2-3783
Bernard Howard & Co., 20 E. 46 St.....	OX 7-3750
H-R Reps, 375 Park at 52nd.....	PL 9-6800
Indie Sales, 60 E. 42nd.....	MU 2-4813
Inter-American Publ., 41 E. 42nd.....	MU 2-0884
Interstate, 545 Fifth at 45th.....	MU 2-5452
Katz Agency, 666 Fifth at 52nd.....	JU 2-9200
Robert S. Keller, 72 Barrow.....	WA 4-6599
Long Island Network 550 Fifth at 45th.....	CI 7-3132
Jack Masla Co., Inc., 40 E. 49th St.....	PL 3-8571
Oaren F. McGavren Co., 60 E. 56th.....	PL 1-4649
Media Representatives, 120 E. 56th.....	MU 8-4777
The Meeker Co., Inc., 521 Fifth at 43rd.....	MU 2-2170
National Time Sales, 122 E. 42nd.....	MU 2-4500
National TV Stations Reps, 375 Park at 52nd.....	PL 3-6216

NBC Spot Sales, 30 Rock. Plaza at 49th.....	CI 7-8300
Richard O'Connell, 527 Madison at 54th.....	PL 5-7161
Pan-American Broadcasting, 370 Lexington at 40th.....	MU 5-1300
John E. Pearson, 405 Park at 54th.....	PL 1-3366
Peters, Griffin, Woodward, Inc., 250 Park at 46th.....	YU 6-7900
Edward Petry, 3 E. 45th.....	MU 8-0200
Radio TV Reps, 7 E. 47th.....	MU 8-4340
Rambeau, Vance, Hopple, Inc., 405 Lexington at 42nd..	OX 7-0890
Paul H. Raymer, 444 Madison at 49th.....	PL 9-5570
Select Station Reps, 400 Madison at 47th.....	PL 8-1850
Roy V. Smith Associates, 579 Fifth at 47th.....	PL 9-4700
Stars National, 400 Madison at 47th.....	PL 8-0555
Television Advertising Reps, Inc., 666 Fifth at 42nd....	JU 2-3456
United Broadcasting, 420 Madison at 48th.....	PL 5-9145
Venard, Rintoul & McConnell, 579 Fifth at 47th.....	MU 8-1088
Walker-Rawalt Co., Inc., 347 Madison at 45th.....	MU 3-5830
WCKY, 52 E. 51st.....	EL 5-1127
Grant Webb, 509 Madison at 53rd.....	MU 8-7550
Weed TV Corp., 579 Fifth at 47th.....	PL 9-4700
WGN, WGN-TV, 220 E. 42nd.....	MU 2-7545
Adam Young, Inc., 3 E. 54th.....	PL 1-4848

## Agencies

Adams, Burke Dowling, 3 E. 54th.....	PL 1-5630
Advertising Guild, Inc., 258 Fifth at 29th.....	MU 9-7870
Advertising International, Ltd., 1400 Bdwy at 40th.....	LA 4-1887
Robert Allum Co., 34 E. 51st.....	MU 8-6485
Anderson & Cairns, 130 E. 59th .....	MU 8-5800
N. W. Ayer & Son, 30 Rock. Plaza at 49th.....	PL 7-5700
Sydney S. Baron & Co. Inc., 515 Madison at 53rd.....	PL 1-7100
Ted Bates, 666 Fifth at 53rd.....	JU 6-0600
BB00, 383 Madison at 46th.....	EL 5-5800
Victor A. Bennett, 6 E. 45th.....	MU 7-2186
Benton & Bowles, 666 Fifth at 53rd.....	JU 2-6200
Berm'ham, Castlem'n & Pierce, 234 E. 46th.....	JU 6-8220
Blaine-Thompson, 234 W. 44th.....	LO 4-0800
Bozell & Jacobs, 2 W. 45th.....	MU 7-6210
Brooke, Smith, French & Oorrance, 52 Vanderbilt at 44th.....	MU 6-1800
Brown & Butcher, Inc., 630 Fifth at 50th.....	PL 7-4610
Heineman, Kleinfeld, Shaw & Joseph Inc., 1270 Sixth at 50th.....	CI 7-7660
Buchanan, 1501 Bdwy at 43rd.....	BR 9-7900
Leo Burnett, 677 Fifth at 53rd.....	MU 8-9480
Caples, 10 E. 40th.....	MU 4-6800
Campbell-Ewald Co. Inc., 488 Madison at 51st.....	MU 8-3400
Campbell-Mithun, 420 Lexington at 44th.....	OR 9-8744
Cayton Inc., 9 E. 40th.....	LE 2-1711
Frederick Clinton, 545 Fifth at 45th.....	MU 2-7433
Cohen, Oowd & Aleshire, 41 E. 42nd.....	OX 7-0660
Herbert W. Cohon Co., 565 Fifth at 47th.....	OX 7-9277
Compton, 625 Madison at 58th.....	PL 4-1100
Robert Conahay, 261 Madison at 39th.....	MU 2-5645
Cromwell Adv. Agency, 300 W. 43rd.....	PL 7-1900
Cunningham & Walsh, 620 Madison at 39th.....	MU 3-4900
Oancer-Fitzgerald-Sample, 347 Madison at 44th.....	OR 9-0600
D'Arcy, 430 Park at 55th.....	PL 8-2600
OeGarmo Inc., 122 E. 38th.....	OR 9-3885
Herschel Z. Oeutsch, 30 E. 60th.....	PL 3-1788
Ooherty, Clifford, Steers & Shenfield, 530 Fifth at 44th	YU 6-6500
Oonahue & Coe Inc., 1270 Sixth at 50th.....	CO 5-2772
Oonall & Harman, 666 Fifth at 52nd.....	JU 2-6016
Oorrance & Co., 126 E. 37th.....	MU 3-7851
Oowd, Redfield & Johnstone, 501 Madison at 52nd.....	MU 8-1275
Ooyale Oane Bernbach Inc., 20 W. 43rd.....	LO 5-7878
Ounnan & Jeffrey Adv. Agency, 49 Edison Place, Newark, N. J.....	MA 4-8855
Roy S. Ourstine, 655 Madison at 60th.....	TE 8-4600
Ellington, 535 Fifth at 44th.....	MU 7-4300
Erwin Wasey, Ruthrauff & Ryan Inc., 711 Third at 44th	OX 7-4500
William Esty, 100 E. 42nd.....	OX 7-1600
Foot, Cone & Belding, 247 Park at 46th.....	YU 6-8000
Albert Frank-Guenther Law, 131 Cedar St.....	CO 7-5060
Friend-Reiss Adv., 211 W. 57th.....	PL 7-8030
Fuller & Smith & Ross, 666 Fifth at 52nd.....	JU 2-9000
Galland Advertising, 18 E. 48th.....	PL 5-9141



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## NEW YORK

### Agencies

Gardner Adv. Agency, 9 Rockefeller Plaza.....	CO 5-2000
Fred Gardner Co., 50 E. 42nd.....	MU 7-4784
Gaynor & Ducas Inc., 400 Madison at 47th.....	PL 5-5750
Art Gelb, 19 W. 44th.....	YU 6-5444
Geoffrey Wade Adv., 6 E. 45th St.....	OX 7-9261
Getschal, 342 Madison at 43rd.....	MU 7-2200
Geyer, Morey, Madden & Ballard, Inc., 595 Madison.....	PL 1-3300
Gibraltar, 17 E. 45th.....	MU 7-7896
Gotham Vladimir, 342 Madison at 43rd.....	OX 7-4300
Grant, 711 Third at 44th.....	OX 7-5800
Monroe Greenthal Co. Inc., 595 Madison at 57th.....	PL 9-8640
Grey, 430 Park at 55th.....	PL 1-3500
Lawrence C. Gumbinner, 655 Madison at 60th.....	TE 8-1717
L. H. Hartman Co. Inc., 50 Rock. Plaza at 50th.....	CI 5-4664
Hicks & Greist, 555 Fifth at 46th.....	MU 7-5600
Hilton & Riggio, 400 Madison.....	PL 1-1400
Hockaday Associates, Inc., 201 E. 57th.....	MU 8-9250
Huber Hoge, 565 Fifth at 47th.....	MU 2-5037
Bryan Houston, 730 Fifth at 57th.....	PL 7-6400
Charles W. Hoyt, 380 Madison at 46th.....	MU 2-2000
H. B. Humphrey, Alley & Richards, Inc., 505 Park.....	LE 2-3020
Lawrence Kane & Artley, 405 Park at 54th.....	PL 1-4120
Kastor, Farrel, Chesley, Clifford & Atherton, 575 Lexington at 50th.....	PL 1-1400
Katz Agency, 666 Fifth at 52nd.....	JU 2-9200
Joseph Katz, 555 Fifth at 46th.....	MU 7-0250
Kenyon & Eckhardt, 247 Park at 46th.....	YU 6-9000
Ketchum, McLeod & Grove Inc., 155 E. 44th.....	MU 7-5640
Keyes, Madden & Jones, 1270 Sixth at 50th.....	CO 5-5814
Koehl, Landis & Landon, 17 E. 45th.....	MU 2-6600
Kudner, 575 Madison at 56th.....	MU 8-6700
LaFond, 655 Madison at 60th.....	TE 8-3884
Lambert & Feasley, 430 Park at 55th.....	MU 8-6464
C. J. LaRoche, 575 Lexington at 50th.....	PL 5-7711
Leeds Adv. Inc., 19 W. 44th.....	MU 7-4075
Al Paul Lefton, 71 Vanderbilt at 45th.....	MU 9-7470
Lennen & Newell, 380 Madison at 46th.....	MU 2-5400
MacManus, John & Adams, 444 Madison at 49th.....	PL 9-5600
Richard K. Manoff Inc., 40 E. 49th.....	PL 1-1730
Mark, Simeon & Renard, Inc., 330 Fifth at 33rd.....	LO 5-6462
Marschalk & Pratt (Div. of McCann-Erickson), 460 Park at 57th.....	OX 7-4250
J. M. Mathes, 260 Madison at 39th.....	LE 2-7450
Maxon, 12 E. 53rd.....	PL 9-7676
McCann-Erickson, 485 Lexington at 46th.....	OX 7-6000
The McCarty Co., 122 E. 42nd.....	OX 7-6090
Mogul, Lewin, Williams & Saylor, 625 Madison at 59th.....	TE 8-7100
Morey, Humm & Warwick, 595 Madison at 57th.....	PL 1-3300
Morse International, 122 E. 42nd.....	OX 7-2100
Moselle & Eisen, 522 Fifth at 43rd.....	MU 2-4939
Moss Associates, 415 Lexington at 43rd.....	MU 7-7377
Needham, Louis & Brorby, 730 Fifth at 57th.....	PL 7-0333
Norman, Craig & Kummel, 488 Madison at 51st.....	PL 1-0900
North Adv. Inc., 16 E. 40th.....	OR 9-3100
Ogilvy, Benson & Mather, 589 Fifth at 47th.....	MU 8-6100
Oliver, Beckman, Inc., 120 E. 56th.....	PL 3-7820
Paris & Peart, 370 Lexington at 41st.....	MU 9-2424
Parkson Agency, 400 Park at 54th.....	PL 1-6400
Peck, 400 Madison at 47th.....	PL 3-0900
Pike & Becker, Inc., 519 Madison at 53rd.....	PL 3-0310
J. E. Proctor Co. Inc., 250 Park at 46th.....	YU 6-7725
Product Services, 17 E. 45th.....	MU 7-0204
Reach, McClinton & Co. Inc., 505 Park at 59th.....	PL 1-7300

Fletcher D. Richards, Calkins & Holden, 10 Rock. Plaza at 49th.....	JU 6-5400
Ross Roy, Inc., 214 E. 31st.....	MU 5-1439
Ben Sackheim, 2 W. 59th.....	PL 1-2200
St. George & Keyes, Inc., 250 Park at 46th.....	YU 6-7575
Seymour Salzman, Inc., 119 W. 57th.....	JU 6-4188
Frank B. Sawdon, Inc., 60 E. 56th.....	PL 1-4646
Schuyler-Hopper Co., 12 E. 41st.....	LE 2-3135
Silberstein-Goldsmith, 16 E. 40th.....	OR 9-3100
Raymond Spector, 445 Park at 56th.....	MU 8-4407
Street & Finney, 45 W. 45th.....	CI 6-1700
SSC&B, 575 Lexington at 50th.....	MU 8-1600
Thomas & Douglas, 119 W. 57th.....	CI 6-6543
J. Walter Thompson, 420 Lexington at 43rd.....	MU 6-7000
Jay Victor & Assoc., 515 Madison at 53rd.....	BA 7-6474
Geoffrey Wade Adv., 6 E. 45th.....	OX 7-9261
Walker-Rawalt Co., 347 Madison at 44th.....	MU 3-5830
Warren, Jackson & Delaney, 45 W. 45th.....	JU 6-0350
Warwick & Legler, 375 Park at 52nd.....	PL 1-4700
Webb Assocs. Inc., 330 Fifth at 33rd.....	LO 5-6462
Edward Weiss & Co., 460 Park at 57th.....	PL 8-0992
Weiss & Geller, 400 Madison at 47th.....	PL 3-4070
E. Taylor Wertheim, 347 Madison at 44th.....	MU 4-7545
Wesley Associates Inc., 630 Fifth at 50th.....	EL 5-2680
Wexton Co., 444 Madison at 49th.....	MU 8-4050
Young & Rubicam, 285 Madison at 40th.....	MU 9-5000
The Zakin Co., 27 E. 37th.....	MU 4-0630
Pete Zaphir, 565 Fifth at 47th.....	OX 7-6996

### Advertisers

American Airlines, 100 Park at 40th.....	MU 3-9000
American Chicle, Long Island City.....	ST 4-8900
American Home Products, 22 E. 40th.....	LE 2-8000
American Safety Razor, 380 Madison at 47th.....	OX 7-3030
American Tel. & Tel., 195 Broadway.....	EX 3-9800
American Tobacco, 150 E. 42nd.....	OX 7-5000
B. T. Babbitt, 625 Madison at 59th.....	PL 3-4266
Bayer Co., 1450 Bdway at 41st.....	LA 4-6400
Benrus Watch Co., 50 W. 44th.....	MU 2-2700
Best Foods, 1 E. 43rd.....	MU 7-8400
Hazel Bishop, 445 Park at 56th.....	MU 8-7370
Bon Ami, 445 Park at 56th.....	PL 1-5757
Bond Stores, 3 W. 35th.....	WI 7-6550
The Borden Co., 350 Madison at 44th.....	VA 6-4100
Breakstone Foods, 111 Fifth at 18th.....	OR 7-1600
Bristol-Myers, 630 Fifth at 50th.....	PL 7-8500
Bulova, 630 Fifth at 50th.....	CI 5-7720
Bymart-Tintair, 15 W. 44th.....	MU 2-3530
Canada Dry Ginger Ale, 100 Park at 40th.....	LE 2-4300
Carter Products, 2 Park at 32nd.....	MU 3-8700
Celanese Corp. of America, 180 Madison at 34th.....	MU 9-6000
Chesebrough, 485 Lexington at 46th.....	OX 7-4900
Cities Service, 70 Pine.....	HA 2-1600
Cluett, Peabody, 2 Park at 32nd.....	MU 3-1730
Coca-Cola, 515 Madison at 53rd.....	EL 5-5475
Colgate-Palmolive, 300 Park at 49th.....	PL 1-1200
Corn Products Refining, 17 Battery Place.....	WH 4-0880
Doeskin, 41 E. 42nd.....	MU 7-8484
Dolcin, 683 Fifth at 54th.....	MU 8-3100
Esso Standard Oil, 15 W. 51st.....	PL 7-1200
Ethyl, 100 Park at 40th.....	OR 9-2000
General Cigar, 485 Lexington at 46th.....	MU 7-7575
General Electric Co., 570 Lexington at 51st.....	PL 1-1311
Hudnut, Morris Plain, N. J.....	JE 9-4400
Hudson Pulp & Paper, 477 Madison at 51st.....	PL 9-7733
International Latex, 350 Fifth at 34th.....	LO 3-5000
International Business Machines, 724 Fifth at 55th.....	PL 3-1900



**THE VICTOR REISEL STORY-** In exposing labor racketeers, Reisel lost his sight but gave all Americans greater vision to see the truth.  
— The New York Daily Mirror

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Lehn & Fink, 445 Park at 56th.....	PL 5-6100
Lever Bros., 390 Park at 53rd.....	MU 8-6000
Liggett & Myers, 630 Fifth at 50th.....	CI 6-0500
Longines-Wittnauer, 580 Fifth at 47th.....	PL 7-8200
P. Lorillard, 119 W. 40th.....	LO 3-7000
Melville Shoe, 25 W. 43rd.....	LO 5-6500
Minute-Maid, 420 Lexington at 43rd.....	OR 9-8755
Philip Morris, 100 Park at 40th.....	OR 9-1800
National Biscuit, 425 Park at 55th.....	PL 1-5000
National Dairy, 260 Madison at 39th.....	MU 6-6100
National Shoes, 595 Gerard, Bronx.....	MO 5-9000
Oakite, 19 Rector.....	WH 3-0940
Pacific Coast Borax, 50 Rock. Plaza at 50th.....	JU 2-6262
Pan American World Airways, 135 E. 42nd.....	OX 7-6300
Paper-Mate, 303 Fifth at 31st.....	MU 6-7793
Penick & Ford, 750 Third Ave.....	YU 6-4700
Pepsi-Cola, 3 W. 57th.....	MU 8-4500
RCA, 30 Rock. Plaza at 49th.....	CO 5-5900
Revere Copper & Brass, 230 Park at 46th.....	MU 9-6800
Revlon, 666 Fifth at 52nd.....	CI 5-3300
Richfield Oil, 708 Third at 44th.....	YU 6-5353
Ronzoni Macaroni, 50-02 Northern (L. I. C.).....	AS 8-3500
Jacob Ruppert, 1639 Third at 93rd.....	TR 6-5000
Seeman Bros., 40 W. 225th.....	LO 2-8000
Serutan, 711 Fifth at 55th.....	PL 3-1610
Shell Oil, 50 W. 50th.....	JU 6-5000
Sinclair Refining Co., 600 Fifth at 48th.....	CI 6-3600
Singer Sewing, 149 Broadway.....	OI 9-1200
Standard Brands, 625 Madison at 59th.....	PL 9-4400
Standard Oil, 30 Rock. Plaza at 49th.....	PL 7-3000
Sterling Drug, 1450 Bdway at 41st.....	LA 4-6400
Sylvania Electric, 1740 Bdway at 56th.....	JU 6-2424
The Texas Company, 135 E. 42nd.....	OX 7-8000
Tidewater Oil, 17 Battery Place.....	WH 4-6000
United Fruit, Pier 3, North River.....	WH 4-1700
U. S. Rubber, 1230 Sixth at 48th.....	CI 7-5000
Vick Chemical, 122 E. 42nd.....	OX 7-3800
Vitamin Corp. of America, 71 W. 23rd.....	WA 4-8250
Whitehall Pharmacal, 22 E. 40th.....	LE 2-8000

#### BROOKLYN

Brillo, 60 John St.....	UL 2,4700
Ehler's Coffee, 1300 Flushing Ave.....	EV 6-2000
Ex-Lax, 423 Atlantic Ave.....	TR 5-9040
Fred Fear & Co., Foot of Joralemon St.....	MA 4-7320
Good Humor Corp., 46-81 Metropolitan Ave.....	EV 6-4600
Griffin Shoe Polish, 410 Willoughby Ave.....	UL 5-3232
Howard Clothes, 40 Flatbush Ave. Ext.....	TR 5-5000
La Rosa Macaroni, 473 Kent Ave.....	EV 7-7484
Liebmann Breweries, 36 Forrest St.....	EV 6-6600
Monarch Wine, 4500 Second Ave. ....	ST 8-2340
White Rock, Foot of Van Dyke St.....	MA 5-0300

#### WHITE PLAINS

General Foods, 250 North.....	WH 6-2500
Nestle, 2 William.....	WH 6-6400

#### HOBOKEN

Lipton Tea, 1500 Hudson.....	BA 7-4050
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#### JERSEY CITY

Block Drug, 257 Cornelison.....	HE 4-3000
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#### NEWARK

Ballantine, 57 Freeman.....	MI 3-3000
Pharmaceuticals Inc., 290 Jelliffe.....	BI 8-1005
Ronson Corp., 31 Fulton St.....	MA 2-0608

## Film-Tape Commercials

American Film Producers, 1600 Bdway at 48th.....	PL 7-5915
J. Armstrong & Co., 28 W. 44th.....	LO 3-0056
Audio Prodn., 630 Ninth at 44th.....	PL 7-0760
John Bransby Productions, 1860 Broadway.....	JU 6-2600
Lars Calonius Productions, 45 W. 45th.....	PL 7-0350
Caravel Films, 20 West End Ave.....	CI 7-6110
Charter Oak, 423 E. 90th.....	TR 6-6800
Cineffects, 115 W. 45th.....	CI 6-0951
Cousens-Blair, 1600 Bdway at 48th.....	CO 5-7380
Cravens Film Corp., 330 E. 56th.....	MU 8-1585
Robert Davis Productions, 21 E. 63rd.....	JU 6-5704
Gene Deitch Associates, 43 W. 61st.....	CI 7-1970
Oepicto Films, 254 W. 54th.....	CO 5-7621
Oynamic Films, 405 Park at 54th.....	PL 1-7447
Electra Films, 33 W. 46th.....	JU 2-3606
Peter Elgar, 75 W. 45th.....	JU 6-1870
Elliot, Unger & Elliot (Screen Gems) 414 W. 54th.....	JU 6-5582
Walter Engel Prodn., 20 W. 47th.....	JU 2-3170
Filmways, 18 E. 50th.....	PL 1-2500
FCI Productions, 66 Fifth at 13th.....	CI 6-4127
Fordel Films, 1079 Nelson Ave.....	WY 2-5000
Gerald Productions, 421 W. 54th.....	PL 7-2125
Gifford Animation, 165 W. 46th.....	JU 2-1591
Harry S. Goodman, 19 E. 53rd.....	PL 5-6131
Goulding-Elliott-Graham, 420 Lexington at 46th.....	LE 2-9014
Gray-O'Reilly, 480 Lexington at 46th.....	YU 6-4070
HFH Productions, 38 W. 48th.....	JU 2-5055
Jam Handy, 1775 Bdway at 57th.....	JU 2-4060
Hankinson Studios, 15 W. 46th.....	JU 6-0133
Hartley Productions, 339 E. 48th.....	EL 5-7762
Kenco Film Inc., 621 W. 54th.....	PL 7-8466
Herbert Kerkow, 480 Lexington at 46th.....	YU 6-4266
Klaeger Film Prodn., 1600 Bdwy at 49th.....	JU 2-5730
Robert Lawrence, 418 W. 54th.....	JU 2-5242
McConnachie Productions, 730 Fifth at 56.....	JU 2-0123
Loucks & Norling, 418 W. 54th.....	JU 2-5242
James Love Prodn., 115 W. 45th.....	JU 2-4633
MGM-TV, 1540 Bdwy at 45th.....	JU 2-2000
MPO-TV Films Inc., 15 E. 53rd.....	MU 8-7830
Owen Murphy, 723 Seventh at 48th.....	PL 7-8144
National Screen Svce., 1600 Bdwy at 48th.....	CI 6-5700
National Telefilm Assoc., 10 Columbus Circle.....	JU 2-7300
On Film, Inc., Princeton, N. J.....	WA 1-1700
Pathescope, 10 Columbus Circle.....	PL 7-5200
Pelican Films, 46 W. 46th.....	CI 6-1751
David Piel Productions, 562 Fifth at 47.....	CO 5-3382
Pintoff Productions, 64 E. 55th.....	EL 5-1431
Robert Richie Productions, 666 Fifth at 52nd.....	CI 6-0191
Hal Roach Studios, 729 Seventh at 49th.....	CI 5-4135
Sarra, 200 E. 56th.....	MU 8-0085
Screen Gems, 711 Fifth at 55th.....	PL 1-4432
Fletcher Smith, 319 E. 44th.....	MU 5-9010
Sound Masters, 165 W. 46th.....	PL 7-6600
Storyboard Inc., 10 W. 74th.....	TR 3-7207
Wilbur Streech, 135 W. 52nd.....	JU 2-3816
Bill Sturm Studios, 49 W. 45th.....	JU 6-1650
Telamerica, 527 Madison at 54th.....	EL 5-1422
Telestudios (NTA), 1481 Broadway at 42nd.....	LO 3-1122
Termini Video Tape, 1440 Broadway.....	PE 6-6323
Terrytoons (CBS), 501 Madison at 53rd.....	PL 1-2345
Transfilm, 35 W. 45th.....	JU 2-1400
TV Screen Prodn., 17 E. 45th.....	MU 2-8877
Unifilms, 6 E 46th.....	YU 6-5720
UPA Pictures, Inc., 60 E. 56th.....	PL 8-1405
Van Praag, 1600 Bdway at 48th.....	PL 7-2687
Videotape Productions, 205 W. 58th.....	JU 2-3300

# DEADLINE!



**PICK-UP!** Behind the mask of an affable book salesman was a killer! — The Cheyenne Eagle  
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## NEW YORK

### Film-Tape Commercials

VPI Productions, 321 W. 44th.....	JU 2-8082
Roger Wade Productions, 15 W. 46th.....	CI 5-3040
Warner Bros., 666 Fifth at 52nd.....	CI 6-1000
Wilding TV Pictures, 405 Park at 54th.....	PL 9-0854
Wondsel, Carlisle & Dunphy, 1600 Broadway.....	CI 7-1600

### TV Film-Tape Program Sources

ABC Film Syndication, 1501 Bdway.....	LA 4-5050
Animated Prods. Inc., 1600 Bdway at 48th.....	CO 5-2942
Arco Film Prods., 580 Fifth at 47th.....	CO 5-6968
Associated Films, 347 Madison at 43rd.....	MU 5-2242
Associated Program Service, 229 Fourth at 18th.....	OR 4-7400
Atlas Television Films, 225 E. 46th.....	EL 5-7943
Basch Radio & TV Products, Inc., 17 E. 45th.....	MU 2-8877
Zach Baym, 60 E. 42nd.....	MU 2-4813
British Information Svce., 45 Rockefeller Plaza.....	CI 6-5100
CBS-TV Film Sales, 545 Madison at 55th.....	PL 1-2345
C & C Television, 445 Park at 57th.....	PL 1-6800
Cinema Svce., 106 W. End at 46th.....	TR 3-1411
CNP Inc. (Merchandising Div.) NBC 30 Rockefeller Plaza.....	CI 7-8300
Comet TV Films, 60 W. 55th.....	JU 2-7300
Commonwealth Films, 723 Seventh at 48th.....	CI 5-6456
Cousens-Blair, 1600 Bdway at 48th.....	CO 5-7380
Demby Prods., 1 W. 58th.....	PL 9-2495
Dynamic Films, 405 Park at 54th.....	PL 1-7447
Economee Television, 488 Madison at 51st.....	MU 8-4700
Flamingo Films, 221 W. 57th.....	MU 2-8686
Fortune Features, 1501 Bdway at 43rd.....	LO 4-5592
Allen A. Funt, Mt. Airy Rd., Croton on the Hudson.....	CR 1-8847
General Teleradio, 1440 Bdway at 40th.....	LO 4-8000
Harry S. Goodman, 19 E. 53rd.....	PL 5-6131
Goodson-Todman Prods., 375 Park at 52nd.....	PL 1-0600
Governor Television Attractions, Inc., 151 W. 46th.....	JU 6-3675
Guild Films Co., Inc., 460 Park at 57th.....	MU 8-5362
Hoffberg Prods., 362 W. 44th.....	CI 6-9031
Hollywood TV Svce., 10 Columbus Circle.....	JU 6-1700
INS Telenews, 220 E. 42nd.....	MU 2-0400
Interstate TV, 445 Park at 56th.....	MU 8-2545
Bernard E. Karlen, 17 E. 48th.....	PL 9-3107
Lakeside TV, 1465 Bdway at 41st.....	LO 5-4582
Major TV Prods., 1270 Sixth at 50th.....	PL 7-6990
Marathon TV Newsreel, 10 E. 49th.....	MU 8-6043
MCA-TV, 598 Madison at 57th.....	PL 9-7500
MGM-TV, 1540 Bdway at 45th.....	JU 2-2000
Charles Michelson, 45 W. 45th.....	PL 7-0695
William Morris Agency, 1740 Bdway at 55th.....	JU 6-5100
Motion Pictures for TV, 400 Park at 54th.....	PL 3-5600
MPO Prods., 15 E. 53rd.....	MU 8-7830
National Telefilm Assoc., 10 Columbus Circle.....	JU 2-7300
NBC-TV Film Division, 30 Rock. Plaza.....	CI 7-8300
Ted Nemeth, 729 Seventh at 49th.....	CI 5-5147
NTA-Telestudios Inc., 1481 Bdway at 42nd.....	LO 3-1122
Official Films, 25 W. 45th.....	PL 7-0100
Paramount TV Prods., 1501 Bdway at 43rd.....	BR 9-8700
Pintoff Prods., 64 E. 55th.....	EL 5-1431
RCA Recorded & TV Films, 155 E. 24th.....	MU 9-7200
RKO Teleradio Pictures, 1440 Bdway.....	LO 4-8000
Hal Roach Studios, 729 Seventh at 49th.....	CI 5-4135
Walter Schwimmer, 527 Madison at 54th.....	EL 5-4616
Screen Craft Pictures, Inc., 11 W. 42nd.....	LO 3-6240
Screen Gems, 711 Fifth at 55th.....	PL 1-4432

Station Distributors, 1407 Bdway at 38th.....	WI 7-2055
Sterling, 6 E. 39th.....	MU 3-6300
Telecast Films, 87-28 57th Ave., Elmhurst, L. I.....	BO 8-6570
Telefilm Enterprises, 15 W. 46th.....	PL 7-6105
Teleprompter, 311 W. 43rd.....	JU 2-3800
Telescene, 287 Tenth at 27th.....	CH 4-0122
Terrytoons, 501 Madison at 53rd.....	PL 1-2345
J. Walter Thompson, 420 Lexington at 43rd.....	MU 6-7000
TV-Film Graphics, 369 Lexington at 39th.....	MU 6-5255
TV Programs of America, 488 Madison at 51st.....	PL 5-2101
TV Screen Prods., 17 E. 45th.....	MU 2-8877
Twentieth Century-Fox TV, 444 W. 56th.....	CO 5-3320
Richard H. Ullman, Inc., 64 E. 80th.....	YU 8-0370
Unifilm, 6 E. 46th.....	YU 6-5720
United Artists Associated, 345 Madison at 43rd.....	MU 6-2323
United Artists TV, 729 Seventh at 49th.....	CI 5-6000
United Press Movietone, 220 E. 42nd.....	MU 2-0400
United World, 10 E. 106th.....	PL 9-8000
Universal Pictures, 445 Park at 56th.....	PL 9-8000
Vitapix, 509 Madison at 53rd.....	PL 8-3013
Winik Film, 250 W. 57th.....	CI 6-7360
Ziv TV Programs, 488 Madison at 51st.....	MU 8-4700
Zouary TV-Film Productions, 333 W. 52nd.....	CI 6-4821

### Misc. Film-Tape Services

Bonded TV Film Service, 630 Ninth at 44th.....	JU 6-1030
Filmvideo Releasing Corp., 333 W. 52nd.....	CI 6-4821
Miles Library, 333 W. 52nd.....	CI 6-4821
Modern Teleservice Inc., 219 E. 44th.....	OX 7-2753
Peerless Film Processing Corp., 165 W. 46th.....	PL 7-3630
SOS Cinema Supply Corp., 602 W. 52nd.....	PL 7-0440

#### FILM EQUIPMENT

E. J. Barnes Company, Inc., 480 Lexington at 46th.....	YU 6-8400
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#### FILM LABORATORIES

Consolidated Film Industries, 525 W. 57th.....	CI 6-0210
DeLuxe Labs, Inc. (20th Century-Fox) 850 Tenth at 56th.....	CI 7-3220
DU-Art Film Laboratories, Inc., 245 W. 55th.....	PL 7-4580
Mecca Film Laboratories, Inc., 630 Ninth at 43rd.....	CO 5-7676
Movielab Film Laboratories, Inc., 619 W. 54th.....	JU 6-0360
Pathe Laboratories, Inc., 105 E. 106th.....	TR 6-1120
Precision Film Laboratories, 21 W. 46th.....	JU 2-3970
Tri Art Color Corp., 245 W. 55th.....	PL 7-4580

#### FILM OPTICALS

B & O Film Specialists, 619 W. 54th.....	CI 6-9390
C & G Film Effects Co., 1600 Bdway at 49th.....	PL 7-2098
Cineffects, 115 W. 45th.....	CI 6-0951
Eastern Effects, 333 W. 52nd.....	CI 5-5280
Film Opticals Inc., 421 W. 54th.....	PL 7-7120
K & W Film Service Corp., 1657 Bdway at 51st.....	CI 5-8081
John Lewis Film Service, 619 W. 54th.....	CO 5-4460
Movieoptic Services Inc., 45 W. 45th.....	CI 7-1676

#### SOUND RECORDING STUDIOS

Audio-Video, 730 Fifth at 56th.....	JU 6-5095
Gotham Recording, 2 W. 46th.....	JU 6-5577
Magno Sound Inc., 723 Seventh at 48th.....	CI 7-2320
Movietone Studio, 460 W. 54th.....	CO 5-7200
Photo Magnetic Sound Studios Inc., 3 E. 57th.....	MU 8-8690
RCA Film Recording, 411 Fifth at 37th.....	MU 3-7611
Reeves Sound Studios Inc., 304 E. 44th.....	OR 9-3550
Regent Sound Studios Inc., 25 W. 56th.....	CI 5-2630
Sound Services Corp., 414 W. 54th.....	PL 7-8716
Titra Sound Corp., 1600 Bdway at 48th.....	PL 7-6682



MASS MURDER! Plane crash kills 44 a "loving son" murders mother for insurance money! — The Denver Post

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## MISCELLANEOUS INDUSTRY SERVICES

Community Club Services, Inc., 20 E. 46th.....MU 7-4466  
S Jay Reiner Co., Inc., 155 Mineola Blvd.....PI 7-5300

## Music • Radio Services

ASCAP, 575 Madison at 56th.....MU 8-8800  
Associated Program Service, 229 Fourth at 18th.....OR 4-7400  
BMI, 589 Fifth at 48th.....PL 9-1500  
Capitol Records, 1730 Bdway at 55th.....PL 7-7470  
Columbia Transcriptions, 799 Seventh at 52nd.....CI 5-7300  
Harry S. Goodman, 19 E. 53rd.....PL 5-6131  
Lang-Worth Feature Programs, 1755 Brway at 56th.....JU 6-5700  
Charles Michelson, 45 W. 45th.....PL 7-0695  
Muzak, 229 Fourth at 19th.....OR 4-7400  
RCA Recorded Program Svce., 155 E. 24th.....MU 9-7200  
Sesac, Coliseum Tower; 10 Columbus Circle.....JU 6-3450  
World Broadcasting System, 488 Madison at 51st.....MU 8-4700  
Frederic W. Ziv, 488 Madison at 51st.....MU 8-4700

## Research • Surveys • Prom.

Advertest Research, New Brunswick, N. J.....CH 7-1564  
Adv. Research Foundation, 3 E. 54th.....PL 1-5656  
American Research Bureau, 400 Park at 54th.....PL 1-5577  
Broadcast Advertisers Reports, Inc., 750 Third.....YU 6-8410  
Dorrance & Co., 126 E. 37th.....MU 3-7851  
Fact Finders Associates, Inc., 247 Park at 47th.....MU 7-0342  
C. E. Hooper, 579 Fifth at 47th.....MU 8-2290  
Leading National Advertisers, 750 Third at 46th.....VA 6-0605  
Richard Manville Research, 230 Park at 46th.....OR 9-2435  
Market Research Corp. of Amer., 122 E. 42nd.....OX 7-3540  
A. C. Nielsen, 575 Lexington at 50th.....MU 8-1020  
Alfred Politz Research, 527 Madison at 54th.....PL 9-5200  
Psychological Corp., 304 E. 45th.....OR 9-7070  
Publishers' Information Bureau, 271 Madison at 40th.....MU 5-2210  
Pulse, 730 Fifth at 57th.....JU 6-3316  
N. C. Rorabaugh, 347 Madison at 44th.....MU 6-2193  
Ross Reports On TV, 551 Fifth at 45th.....MU 2-5910  
Alan C. Russell Mktg. Research, 6 E. 45th.....MU 7-7160  
Schwerin Research, 270 Madison at 40th.....OR 9-5858  
Daniel Starch & Staff, Mamaroneck, N. Y.....OW 8-0800  
Trendex, 535 Fifth at 44th.....MU 2-1182  
Videodex, 342 Madison at 44th.....MU 7-8837  
M. A. Wallach Research Inc., 424 Madison at 49th.....MU 8-5931  
The Wexton Co., 11 E. 47th.....MU 8-4050  
Peter Zanphir, 565 Fifth at 47th.....OX 7-6996

## Trade Associations

Amer. Assoc. of Advtsg. Agencies  
420 Lexington at 43rd.....LE 2-7890  
Assoc. of National Advertisers, 155 E. 44th.....OX 7-5950  
Radio Advertising Bureau, 460 Park at 57th.....MU 8-4020  
Radio and Television Eecutives Society, Inc.  
Madison at 43rd.....MU 9-3480  
Station Representatives Assoc., 366 Madison.....YU 6-9390  
TV Bureau of Advertising, 444 Madison at 49th.....MU 8-0215

## Hotels

Algonquin, 59 W. 44th.....MU 7-4400  
Barbizon-Plaza, 106 Central Park S.....CI 7-7000  
Barclay, 111 E. 48th.....PL 5-5900  
Belmont-Plaza, Lexington at 49th.....PL 5-1200  
Berkshire, Madison at 52nd.....PL 3-5800

Biltmore, Madison at 43rd.....MU 7-7000  
Carlton House, 650 Madison at 61st.....TE 8-3000  
Chatham, Vanderbilt at 48th.....EL 5-5400  
Commodore, Lexington at 42nd.....MU 6-6000  
Drake, 440 Park at 54th.....PL 5-0600  
Edison, 228 W. 47th.....CI 6-5000  
Essex House, 160 Central Park S.....CI 7-0300  
Gladstone, 114 E. 52nd.....PL 3-4300  
Gotham, Fifth at 55th.....CI 7-2200  
Hampshire House, 150 Central Park S.....CI 6-7700  
Lexington, Lexington at 48th.....PL 5-4400  
Lombardy, 111 E. 56th.....PL 3-8600  
Madison, Madison at 58th.....EL 5-5000  
New Weston, Madison at 50th.....PL 3-4800  
New Yorker, Eighth at 34th.....LO 3-1000  
Park Lane, 299 Park at 48th.....PL 5-4100  
Park Sheraton, Seventh at 55th.....CI 7-8000  
Pierre, Fifth at 61st.....TE 8-8000  
Plaza, Fifth at 59th.....PL 9-3000  
Roosevelt, Madison at 45th.....MU 6-9200  
St. Moritz, 50 Central Park S.....PL 5-5800  
St. Regis, Fifth at 55th.....PL 3-4500  
Savoy-Hilton, Fifth at 58th.....EL 5-2600  
Shelton, Lexington at 49th.....PL 5-4000  
Sheraton-Astor, Bdway at 44th.....JU 6-3000  
Sheraton East (Ambassador), 341 Park at 51st.....PL 5-1000  
Sheraton McAlpin, Bdway at 34th.....PE 6-5700  
Sheraton Russell, 45 Park at 33rd.....MU 5-7674  
Sherry-Netherland, Fifth at 59th.....EL 5-2800  
Statler-Hilton, Seventh at 33rd.....PE 6-5000  
Taft, Seventh at 50th.....CI 7-4000  
Waldorf-Astoria, Park at 50th.....EL 5-3000  
Warwick, Sixth at 54th.....CI 7-2700

## Adman's Eating Directory

### 34th-59th EAST

Al Schacht, 102 E. 52nd.....PL 9-8570  
Annette's, 928 2nd Ave. at 50th.....EL 5-8509  
Beau Brummel, 65 E. 54th.....PL 5-1792  
Berkshire, 31 E. 52nd.....PL 3-5800  
Bird'N Glass, 13 E. 47th.....MU 8-0778  
Black Angus, 148 E. 50th.....PL 9-7454  
Brussels, 115 E. 54th.....PL 8-0457  
Cafe Nino, 10 E. 52nd.....PL 1-0845  
Chambord, 803 3rd Ave. at 49th.....EL 5-7180  
Chandler's, 49 E. 49th.....PL 1-1960  
Chapeau Rouge, 14 E. 52nd.....MU 8-3023  
Cherio, 46 E. 50th.....MU 8-1190  
Daniel, 53 E. 54th.....PL 9-5941  
Danny's Hide-Away, 151 E. 45th.....PL 9-1277  
Divan Parisien, 33 E. 48th.....EL 5-6726  
Drake Room, 440 Park at 56th.....PL 5-0600  
Eden Roc, 148 E. 48th.....PL 1-3382  
Finland House, 39 E. 50th.....MU 8-0018  
Forum of the 12 Caesars, 57 W. 48th.....PL 7-3450  
Gaston, 48 E. 49th.....PL 5-4285  
Joe & Rosa, 745 3rd Ave. at 46th.....EL 5-8874  
L'Aiglon, 13 E. 55th.....PL 3-7296  
LaCave Henry IV, 210 E. 52nd.....PL 5-6566  
Laurent, 111 E. 56th.....PL 3-2729  
Le Bistro, 814 3rd Ave. at 50th.....EL 5-8766  
Le Chanteclair, 18 E. 49th.....MU 8-8866  
Le Cheval Blanc, 145 E. 45th.....EL 5-9352  
Le Marmiton, 41 E. 49th.....MU 8-1232  
Le Moal, 942 3rd Ave. at 57th.....MU 8-8860  
Le Trianon, 56 E. 56th.....MU 8-0140



**FIVE DAY CURE!** Reporter finds willing witnesses and ends vicious alcoholic "Rest Home" racket! — The Columbus Citizen  
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## NEW YORK

### Adman's Eating Directory

Louis & Armand, 42 E. 52nd.....	PL 3-3348
Louis XIV Cafe, 15 W. 49th.....	CI 6-5800
Louise, 225 E. 58th.....	EL 5-8133
Maria's Cin Cin, 224 E. 53rd.....	EL 5-0520
Miramar, 10 E. 46th.....	MU 7-1096
Monsignore, 61 E. 55th.....	EL 5-2070
New Weston, Madison at 50th.....	PL 3-4800
Park Lane, 229 Park at 49th.....	PL 5-4100
Pen & Pencil, 205 E. 45th.....	MU 2-8660
Pierre's, 52 E. 53rd.....	EL 5-4074
Plaza, 5th Ave. & 59th.....	PL 9-3000
Press Box, 130 E. 45th.....	PL 3-3352
Rattazzi, 9 E. 48th.....	PL 3-5852
Roosevelt, Madison at 45th.....	MU 6-9200
Saito, 70 W. 55th.....	JU 2-7809
Stork, 3 E. 53rd.....	PL 3-1940
Swiss Pavilion, 38 E. 50th.....	EL 5-8680
Tomaldo's, 812 3rd Ave. at 50th.....	EL 5-8368
Town & Country, 284 Park at 49th.....	PL 1-0230
Versailles, 151 E. 50th.....	PL 8-0310
Waldorf, Park at 49th.....	EL 5-3000
Weylin, 40 E. 54th.....	PL 3-4907

#### 34th-59th WEST

Blair House, 30 W. 56th.....	JU 6-1417
Cafe Louis XIV, 15 W. 49th.....	CI 6-5800
English Grill, Rockefeller Plaza.....	CI 6-5800
Holland House Taverne, 10 Rockefeller Plaza.....	CI 6-5800
Mama Leone, 239 W. 48th.....	JU 6-5151
Maud Chez Elle, 40 W. 53rd.....	CI 5-3350
Mercurio, 53 W. 53rd.....	JU 6-4370
Neptune's Corner, 1217 6th Ave. at 48th.....	CO 5-4430
Penthouse, 30 Central Park S.....	PL 9-3561
Rose, 109 W. 51st.....	CI 7-9418
Toots Shor, 51 W. 51st.....	PL 3-9000
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### Air Lines • Railroads

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Capital Airlines, 80 E. 42nd.....	MU 7-8330
Delta, 80 E. 42nd.....	PL 1-6600
Eastern Airlines, 80 E. 42nd.....	MU 8-8000
National Airlines, 37th St. & 1st Ave.....	OX 7-9000
Northwest Airlines, 537 Fifth at 45th.....	MU 7-6360
TWA, 80 E. 42nd.....	OX 5-6000
United Airlines, 80 E. 42nd.....	MU 2-7300

Baltimore & Ohio RR, 122 E. 42nd.....	OX 7-3434
Chesapeake & Ohio RR, 500 Fifth at 42nd.....	CH 4-4910
NY Central System, Grand Central Terminal.....	MU 9-8000
NY New Haven & Hartford RR Co., Grand Central Terminal.....	MU 6-9100
Pennsylvania RR, 33rd St. & Eighth Ave.....	PE 6-6000

### News Services

Associated Press, 50 Rock. Plaza at 50th.....	PL 7-1111
CBS News Film, 70 E. 45th.....	PL 1-2345
International News Service, 235 E. 45th.....	MU 7-8800
NANA, 229 W. 43rd.....	CH 4-1690
N.E.A., 461 Eighth at 34th.....	LO 3-5160

Radio Press, 18 E. 50th.....	PL 2-0650
Reuters, 229 W. 43rd.....	BR 9-8558
Telenews, 4 W. 58th.....	PL 9-2929
United Press International, 220 E. 42nd.....	MU 2-0400

### Trade Publications

Advertising Age, 480 Lexington at 46th.....	YU 6-5050
Billboard, 1564 Bdway at 47th.....	PL 7-2800
Broadcasting, 444 Madison at 49th.....	PL 5-8354
Mediascope, 420 Lexington at 43rd.....	MU 9-6620
Printers' Ink, 635 Madison at 59th.....	MU 3-6500
Radio-TV Daily, 1501 Bdway at 44th.....	WI 7-6336
Sales Management, 386 Fourth at 29th.....	LE 2-1760
SPONSOR, 40 E. 49th Street.....	MU 8-2772
Standard Rate & Data Service, 420 Lexington at 43rd.....	MU 9-6620
Television Age, 444 Madison at 49th.....	PL 1-1122
Television Magazine, 422 Madison at 48th.....	PL 3-9944
U. S. Radio, 50 W. 57th.....	CI 5-2170
Variety, 154 W. 46th.....	JU 2-2700

## CHICAGO

### Networks • Group

American Broadcasting Co., 190 N. State.....	AN 3-0800
Columbia Broadcasting System, 630 N. McClurg Ct.....	WH 4-6000
Crosley Broadcasting Corp., 360 N. Michigan.....	ST 2-6693
Keystone Broadcasting System, 111 W. Washington.....	ST 2-8900
Mutual Broadcasting System, 435 N. Michigan.....	WH 4-5060
National Broadcasting Co., Merchandise Mart Plaza.....	SU 7-8300

### Representatives

AM Radio Sales, 400 N. Michigan.....	MO 4-6555
Avery-Knodel, Prudential Plaza.....	WH 4-6869
Hil F. Best, 205 W. Wacker.....	ST 2-5096
John Blair & Co., 520 N. Michigan.....	SU 7-2300
Blair Television Assoc., 333 N. Michigan.....	FR 2-3819
Blair-TV, 520 N. Michigan.....	SU 7-2300
Bogner & Martin, 435 N. Michigan.....	SU 7-6048
Bolling Co., 435 N. Michigan.....	WH 3-2040
Branham Co., 360 N. Michigan.....	CE 6-5726
Broadcast Time Sales, 333 N. Michigan.....	ST 2-1405
Burn-Smith, 307 N. Michigan.....	CE 6-4437
CBS Radio and TV Spot Sales, 630 N. McClurg Ct.....	WH 4-6000
Henry I. Christal, 333 N. Michigan.....	CE 6-6357
Thomas F. Clark, 35 E. Wacker.....	ST 2-1663
Continental Radio Sales, 228 N. LaSalle.....	FR 2-2095
Donald Cooke, 205 W. Wacker.....	ST 2-5096
Oevney, Inc., 185 N. Wabash.....	ST 2-5282
Bob Dore Assoc., 360 N. Michigan.....	FI 6-6828
Robt. E. Eastman & Co., 333 N. Michigan Blvd.....	FI 6-7640
Everett-McKinney, 410 N. Michigan.....	SU 7-9052
Forjoe & Co., 435 N. Michigan.....	DE 7-3504
Gill-Perna, 75 E. Wacker.....	FI 6-9393
W. S. Grant, 75 E. Wacker.....	FI 6-9529
Harrington, Righter & Parsons, 435 N. Michigan.....	WH 4-0510
Headley-Reed Co., 230 N. Michigan.....	FR 2-4686
George P. Hollingbery, 307 N. Michigan.....	OE 2-6060
Hal Holman Co., 64 E. Lake.....	FR 2-0016
George T. Hopewell, 205 W. Wacker.....	ST 2-5096
Bernard Howard & Co., 75 E. Wacker.....	FI 6-9227
H-R Representatives, 35 E. Wacker.....	FI 6-6440



**HOT STUFF!** Woman fashion editor poses as shoplifter and aids police in capture of professional ring. — The Philadelphia Daily News  
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# CHICAGO

Indie Sales, 205 W. Wacker.....	ST 2-5096
Katz Agency, Prudential Plaza.....	MO 4-7150
Robert S. Keller, 205 W. Wacker.....	ST 2-5096
Jack Masla & Co., 435 N. Michigan.....	SU 7-6048
Oaren F. McGavren Co., 35 E. Wacker.....	FR 2-1370
The Meeker Co., 333 N. Michigan.....	CE 6-1742
National Time Sales, 612 N. Michigan.....	SU 7-8177
NBC Spot Sales, Merchandise Mart.....	SU 7-8300
Richard O'Connell, 55 E. Washington.....	AN 3-6137
John E. Pearson, 333 N. Michigan.....	ST 2-7494
Peters, Griffin, Woodward, Inc., Prudential Plaza.....	FR 2-6373
Edward Petry, 400 N. Michigan.....	WH 4-0011
Radio-TV Reps, 75 E. Wacker.....	FI 6-0982
Rambeau, Vance, Hopple, Inc., 185 N. Wabash.....	AN 3-5566
Paul H. Raymer Co., 435 N. Michigan.....	SU 7-4473
Wm. J. Reilly, 55 E. Washington.....	AN 3-6137
Sears & Ayer, 612 N. Michigan.....	SU 7-8177
Stars National, 205 W. Wacker.....	ST 2-5096
Television Advertising Reps., 400 N. Michigan.....	WH 4-4567
Venard, Rintoul & McConnell, 35 E. Wacker.....	ST 2-5260
Walker-Rawalt Co., 360 N. Michigan.....	AN 3-5771
Grant Webb & Co., 25 E. Washington.....	ST 2-3155
Weed & Co., Prudential Plaza.....	WH 4-3434
Adam Young Prudential Plaza.....	MI 2-6190

## Agencies

Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan.....	FI 6-1600
N. W. Ayer & Son, 135 S. LaSalle.....	AN 3-7111
A. N. Baker Advertising Agy., 189 W. Madison.....	FR 2-8895
BBD0, 919 N. Michigan.....	SU 7-9200
Beaumont & Hohman, 6 N. Michigan.....	RA 6-6181
Walter F. Bennett & Co., 20 N. Wacker Dr.....	FR 2-1131
Bozell & Jacobs, 205 N. LaSalle.....	CE 6-0870
Burton Browne, 619 N. Michigan.....	SU 7-7700
Buchen Co., 400 W. Madison.....	RA 6-9305
Burlingame-Grossman, 207 S. Wabash.....	WA 2-3383
Leo Burnett, Prudential Plaza.....	CE 6-5959
Campbell-Ewald, 230 N. Michigan.....	CE 6-1946
Campbell-Mithun, 919 N. Michigan.....	DE 7-7553
Caples Co., 216 E. Ontario.....	SU 7-6016
Henry I. Christal, 333 N. Michigan.....	CE 6-6357
Compton Adv., 141 W. Jackson.....	HA 7-6935
Cunningham & Walsh, 6 N. Michigan.....	AN 3-3138
Dancer-Fitzgerald-Sample, 221 N. LaSalle.....	FI 6-4700
D'Arcy Advertising, Prudential Plaza.....	MI 2-5332
W. B. Doner & Co., 35 E. Wacker.....	AN 3-7800
Doremus, 208 S. LaSalle.....	CE 6-9132
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan.....	FI 6-1833
M. M. Fisher Assoc., 79 W. Monroe.....	CE 6-6226
Fensholt Adv. Agcy., 360 N. Michigan.....	RA 6-1670
Foote, Cone & Belding, 155 E. Superior.....	SU 7-4800
Albert Frank-Guenther Law, 1 N. LaSalle.....	DE 2-6424
Clinton E. Frank, Merchandise Mart.....	WH 4-5900
Fuller & Smith & Ross, 105 W. Adams.....	AN 3-5039
Phil Gordon Agency, 23 E. Jackson.....	HA 7-2103
Gordon Best Co., 228 N. LaSalle.....	ST 2-5060
Gourfain-Loeff, Inc., 205 W. Wacker Dr.....	AN 3-0889
Grant Adv., 919 N. Michigan.....	SU 7-6500
Grant, Schwenck & Baker, 520 N. Michigan.....	WH 3-1033
Grossfeld & Staff, 22 W. Monroe.....	AN 3-6904
Guenther-Bradford Co., 15 E. Huron.....	SU 7-9474
George H. Hartman Co., 307 N. Michigan.....	AN 3-0130
Henry, Hurst & McDonald, 121 W. Wacker.....	FR 2-9180
H. W. Kastor & Sons Adv., 75 E. Wacker.....	CE 6-5331

Kenyon & Eckhardt, 221 N. LaSalle.....	FI 6-4020
Keyes, Madden & Jones, 919 N. Michigan.....	WH 3-2133
Klau-Van Pietersom-Dunlap, Inc., 520 N. Michigan.....	SU 7-3061
W. E. Long Co., 188 W. Randolph.....	RA 6-4606
Lilienfeld and Company, 121 W. Wacker.....	AN 3-7667
Earle Ludgin, 121 W. Wacker.....	AN 3-1888
MacDonald-Cook, 360 N. Michigan.....	AN 3-1224
MacFarland, Aveyard & Co., 333 N. Michigan.....	RA 6-9360
Malcolm-Howard Adv. Agency, 203 N. Wabash.....	AN 3-0022
Maxon, Inc., 664 N. Rush.....	WH 4-1676
McCann-Erickson, 318 S. Michigan.....	WE 9-3700
McCarty Co., 520 N. Michigan.....	MI 2-0300
The Meeker Co., Inc., 333 N. Michigan.....	CE 6-1742
Arthur Meyerhoff & Co., 410 N. Michigan.....	DE 7-7860
Needham, Louis & Brorby, Prudential Bldg.....	WH 4-3400
North Advtsg. Inc., Merchandise Mart.....	WH 4-5030
Olian & Bronner, 35 E. Wacker.....	ST 2-3381
O'Neil, Larson & McMahon, 427 W. Randolph.....	AN 3-4470
Presba, Fellers & Presba, 360 N. Michigan.....	CE 6-7683
L. W. Ramsey Co., 230 N. Michigan.....	FR 2-8155
Reach, McClinton & Pershall, Prudential Plaza.....	SU 7-9722
Reincke, Meyer & Finn, 520 N. Michigan.....	WH 4-7440
Fletcher D. Richards, Calkins & Holden, Prudential Plaza.....	RA 6-3830
Robertson, Buckley & Gotsch, 108 N. State.....	ST 2-5336
Roche, Rickert & Cleary, Inc., 135 S. LaSalle.....	RA 6-9760
R. Jack Scott, Inc., 814 N. Michigan.....	WH 4-6886
John W. Shaw, 51 E. Superior.....	MO 4-6323
Tatham-Laird, 64 E. Jackson.....	HA 7-3700
J. Walter Thompson, 410 N. Michigan.....	MO 4-6700
Tobias, O'Neil & Galley, 520 N. Michigan.....	MI 2-3360
Turner Adv., 216 E. Superior.....	MI 2-6426
Geoffrey Wade, 20 N. Wacker.....	FI 6-2100
Waldie & Briggs, 221 N. LaSalle.....	FR 2-8422
Edw. H. Weiss Co., 360 N. Michigan.....	CE 6-7252
Western Adv. Agcy., 35 E. Wacker.....	AN 3-2545
Young & Rubicam, 333 N. Michigan.....	FI 6-0750

## Advertisers

Admiral Corp., 3800 W. Cortland.....	SP 2-0100
American Dairy Assoc., 20 N. Wacker.....	ST 2-4916
American Hair & Felt, Merchandise Mart.....	SU 7-7252
Armour, Union Stock Yards.....	YA 7-4100
Bauer & Black, 309 W. Jackson.....	WE 9-7100
Beatrice Foods, 120 S. LaSalle.....	VI 2-2700
Bell & Howell, 7100 McCormick Rd.....	AM 2-1600
Borg-Warner, 310 S. Michigan.....	WA 2-7700
Bowman Dairy, 140 W. Ontario.....	SU 7-6800
Bresler Ice Cream Co., 4010 W. Belden.....	CA 7-6700
Helene Curtis Industries, 4401 W. North.....	CA 7-6600
Curtiss Candy, 3638 N. Broadway.....	BI 8-6300
Dad's Root Beer, 2800 N. Talman.....	IN 3-4600
Derby Foods, 3327 W. 47th Pl.....	VI 7-4400
Ekco, 1949 N. Cicero.....	BE 7-6000
Florsheim Shoes, 130 S. Canal.....	FR 2-6666
Greyhound Corp., 5600 W. Jarvis (Niles).....	NI 7-6400
Hoover Co., Merchandise Mart Plaza.....	WH 3-1162
Hotpoint, 5600 W. Taylor.....	MA 6-2000
Household Finance Corp., Prudential Plaza.....	W'I 4-7174
Illinois Bell Tel., 212 W. Washington.....	OF 3-9300
Intl. Harvester, 180 N. Michigan.....	AN 3-4200
Jays Foods, 825 E. 99th.....	IN 8-8400
Kraft Foods, 500 N. Peshtigo Court.....	WH 4-7300
Lanolin Plus, 30 W. Hubbard.....	DE 7-7000
Libby, McNeill & Libby, W. Exch. & S. Packers.....	YA 7-0240
Mars Candy, 2019 N. Oak Park.....	ME 7-3000

# DEADLINE!



**THESIS FOR MURDER!** Brilliant but deranged criminology student nearly gets away with perfect crime! — The Arizona Republic  
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## CHICAGO

### Advertisers

Maybelline, 5900 N. Ridge.....	LO	1-1645
Oscar Mayer Co., 1241 N. Sedgwick.....	MI	2-1200
Monarch Finer Foods, 2199 W. River Grove.....	TU	9-5000
Motorola, 5445 W. Augusta.....	SP	2-6500
Mystik Adhesive Products, 2635 N. Kildare.....	SP	2-1600
O'Cedar, 2246 W. 49th.....	LA	3-4700
Orange Crush, 2201 Main, Evanston.....	DA	8-8850
Pabst, 221 N. LaSalle.....	ST	2-7600
Peter Hand Brewery, 1000 W. North.....	MO	4-6300
Pure Oil, 35 E. Wacker.....	ST	2-2100
Purity Bakeries, 4504 S. Sacramento.....	YA	7-8556
Quaker Oats, 345 Merchandise Mart.....	WH	4-0600
Simoniz Co., 2100 S. Indiana.....	DA	6-6700
S.O.S., 7123 W. 65th.....	PO	7-7800
Standard Oil of Ind., 910 S. Michigan.....	HA	7-9200
Stewart-Warner Corp., 1826 Diversey Pkwy.....	LA	5-6000
Sunbeam, 5600 W. Roosevelt Rd.....	ES	8-8000
Swift, Union Stock Yards.....	YA	7-4200
Toni, Merchandise Mart.....	WH	4-1800
United Airlines, 5959 S. Cicero.....	PO	7-3300
Wilson & Co., Prudential Plaza.....	WH	4-4600
Wine Corp. of Amer., 3737 S. Sacramento.....	CL	4-6300
Wm. Wrigley, 410 N. Michigan.....	SU	7-2121
Zenith, 6001 W. Dickens.....	BE	7-7500

### Film-Tape Commercials

Academy Film Productions, Inc., 123 W. Chestnut.....	MI	2-5877
Gilbert Altschul Productions, 2441 W. Peterson.....	UP	8-2595
Atlas Film Corporation, 1111 S. Blvd., Oak Park.....	AU	7-8620
John Colburn Assoc., Inc., 1122 Central, Wilmette.....	BR	3-2310
Colmes-Werrenrath Prod., Inc., 540 N. Lake Shore.....	MI	2-7470
Cal Dunn Studios, 159 E. Chicago.....	WH	3-2424
Flicka Films, 12 East Grand.....	SU	7-2251
Filmack Studios, 1327 S. Wabash.....	HA	7-3395
Graphic Pictures, Inc., 33 S. Wacker.....	RA	6-7282
Jam Handy Organization, 230 N. Michigan.....	ST	2-6757
Dallas Jones Productions, 1725 N. Michigan.....	MO	4-5525
Lewis & Martin Films, 1431 N. Wells.....	WH	4-7477
Fred A. Niles Productions, 1058 W. Washington.....	WE	8-4181
Pilot Productions, 1819 Ridge, Evanston.....	DA	8-3700
Producers Film Studio, 540 Lake Shore.....	WH	3-1440
Sarra, Inc., 16 E. Ontario.....	WH	4-5151
Sonic Film Recording, 548 Lake Shore.....	WH	3-1440
Telecine Film Studios, 100 S. Northwest Hgwy.....	TA	3-1418
United Film Recording, 301 E. Erie.....	SU	7-9114
Wilding Picture Productions, 1345 Argyle.....	LO	1-8410

### TV Film-Tape Program Sources

ABC Films, 360 N. Michigan.....	AN	3-0800
Adver/sonic Productions, Inc., 22 E. Huron.....	MI	2-4842
Agency Recording & Film Service, 20 N. Wacker.....	CE	6-3632
April Productions, 5000 W. Quincy.....	MA	6-4522
CBS Film Sales, 630 N. McClurg Ct.....	WH	4-6000
Alan M. Fishburn, 79 W. Monroe.....	DE	2-0657
Jewell Tv & Radio Productions, 540 N. Michigan.....	MO	4-5757
Herbert S. Laufman & Co., 221 N. LaSalle.....	RA	6-4086
MCA TV Ltd., 430 N. Michigan.....	DE	7-1100
MGM-TV, 360 N. Michigan.....	FI	6-8477
NBC TV Films, Merchandise Mart.....	MO	4-6565

NTA, Inc., 612 N. Michigan.....	MI	2-5561
Allan Newman Productions, 30 W. Washington.....	CE	6-5005
Ross-McElroy Productions, 154 E. Erie.....	MI	2-9550
UPA, Inc., 360 N. Michigan.....	AN	3-7566
Ziv Television Programs, 520 N. Michigan.....	WH	4-1030
Walter Schwimmer, Inc., 75 E. Wacker.....	FR	2-4392

### Misc. Film-Tape Services

Bonded TV Film Service, 1301 S. Wabash.....	WA	2-1629
Modern Teleservice, Inc., 237 E. Ontario.....	DE	7-3761

### MISCELLANEOUS INDUSTRY SERVICES

Community Club Services Inc., 360 N. Michigan.....	OE	2-2097
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### Music • Radio Services

Agency Recording Studios, 20 N. Wacker.....	CE	6-3632
Bry Kinescope Labs, 3518 W. Devon.....	JU	3-1060
Boulevard Recording Studios, 632 N. Dearborn.....	WH	4-2752
Columbia Transcriptions, 630 N. McClurg St.....	WH	4-6000
Globe Transcriptions, 230 N. Michigan.....	RA	6-0126
Muzak, 5226 W. Grand.....	NA	2-5200
Recording Services, 113 W. Hubbard.....	SU	7-0735
RCA Program Service, 445 N. Lake Shore.....	WH	4-3530
RCA Recording Studios, 445 N. Lake Shore.....	WH	4-3215
Sonic Film Recording, 548 Lake Shore.....	WH	8-1440

### Music • Radio Services

Telecine Film Studios, 1005 N.W. Hkwy., Park Ridge....	TA	3-1418
United Film & Recording, 301 E. Erie.....	SU	7-9114
Universal Recording Corp., 46 E. Walton.....	MI	2-6465
Webb Recording Co., 55 W. Wacker.....	FI	6-4183
Welding Picture Productions, 1345 Argyle.....	LO	1-8410
WTTW TV Recording Service, 1761 Museum.....	MU	4-3800

### Research • Surveys

Advertising Checking Bureau, 18 S. Michigan.....	ST	2-7874
American Research Bureau, Inc., 435 N. Michigan.....	SU	7-3388
Color Research Inst., 105 W. Adams.....	FR	2-8741
Richard D. Crisp & Assocs., 105 W. Adams.....	ST	2-0253
Market Research Corp. of America, 425 N. Michigan....	MO	4-4600
A. C. Nielsen Co., 2101 Howard.....	HO	5-4400
Pulse Inc., 435 N. Michigan.....	SU	7-7140
Radio Reports, 1550 E. 53rd.....	HY	3-3215
Social Research, 145 E. Ohio.....	MI	2-2664
TV Bureau of Adv., 400 N. Michigan.....	SU	7-1215

### Hotels

Allerton, Mich. at Huron.....	SU	7-4200
Ambassador, State & Goethe.....	SU	7-7200
Bismarck, 171 W. Randolph.....	CE	6-0123
Congress, 520 S. Michigan.....	HA	7-3800
Conrad Hilton, 720 S. Michigan.....	WA	2-4400
Croydon Hotel, 616 N. Rush.....	DE	7-6700
Drade, Lake Shore & Michigan.....	SU	7-2200
Edgewater Beach, 5349 N. Sheridan.....	LO	1-6000
Executive House, 71 E. Wacker.....	FI	6-7100
Knickerbocker, 163 E. Walton.....	WH	3-2000
Lake Shore Drice, 181 E. Lake Shore.....	SU	7-8500
Morrison, 79 W. Madison.....	FR	2-9600



**CHAIN REACTION!** 14 years after Hiroshima mission, guilt-ridden flyer commits crime against society!

— The Fort Worth Star-Telegram  
**ONE OF 39 EXCITING EPISODES!**

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Palmer House, State & Monroe.....	RA 6-7500
Pearson, 190 E. Pearson.....	SU 7-8200
Sheraton, 505 N. Michigan.....	WH 4-4100
Sheraton-Blackstone, S. Michigan & E. Balbo.....	HA 7-4300
Sherman, Clark & Randolph.....	FR 2-2100

## Adman's Eating Directory

Allgauer's Heidelberg, Randolph at State.....	FI 6-8080
Barney's Market Club Tavern, 741 W. Randolph.....	AN 3-9795
Blackhawk, Randolph at Wabash.....	RA 6-2822
The Buttery, Hotel Ambassador West.....	SU 7-7200
Cafe de Paris, 1260 N. Dearborn.....	WH 4-5620
Chez Paree, 610 N. Fairbanks.....	OE 7-3434
Oon the Beachcomber, 101 E. Walton.....	SU 7-8812
Fritzel's, State & Lake.....	AN 3-7100
Jaques, 900 N. Michigan.....	OE 7-9040
L'Aiglon French Restaurant, 22 E. Ontario.....	DE 7-6070
The Ivanhoe, 3000 N. Clark.....	GR 2-2771
The Kungsholm, 100 E. Ontario.....	WH 4-2700
London House, 360 N. Michigan.....	AN 3-6920
The Pump Room, Hotel Ambassador East.....	SU 7-7200
Red Star Inn, 1528 N. Clark.....	WH 4-9637
Riverside Steak House, 59 E. Wacker.....	FI 6-2666
Stockyards Inn, W. 42nd & S. Halstead.....	YA 7-5580
Wrigley Bldg Restaurant, 410 N. Michigan.....	WH 4-7600
Tony Zale's, 744 N. Rush.....	OE 7-5930

## Air Lines • Railroads

American Airlines, 55 E. Monroe.....	FR 2-8000
Capital Airlines, 41 S. State.....	ST 2-3030
Continental Air Lines, 61 E. Monroe.....	AN 3-4277
Eastern Airlines, 120 S. Michigan.....	WH 3-2900
Midway Airport, 6200 S. Cicero.....	PO 7-0500
North Central Airlines, 37 S. Wabash.....	OE 2-7522
Northwest Orient Airlines, 100 S. Michigan.....	RA 6-9562
O'Hare International Airport, Bryn Mawr & Wolf, Franklin Park.....	NA 5-6280
TWA, 37 S. Wabash.....	OE 2-7600
United, 35 E. Monroe.....	RA 6-5500

Baltimore & Ohio, S. Wells & Harrison.....	WA 2-2211
Burlington RR, 101 W. Adams.....	WA 2-2345
Chesapeake & Ohio RR, 327 S. LaSalle.....	HA 7-2855
Illinois Central RR, Central Station.....	WA 2-4811
New York Central System, LaSalle St. Station.....	HA 7-4270
Pennsylvania RR, Union Station.....	FI 6-5200
Santa Fe, 238 S. Michigan.....	HA 7-4900

## Trade Publications

Advertising Age, 200 E. Illinois.....	OE 7-1336
Advertising Agency Magazine, 122 S. Michigan.....	HA 7-7272
Broadcasting, 360 N. Michigan.....	CE 6-4115
McKittrick Director, 185 N. Wabash.....	ST 2-8911
Media Scope, 1740 Ridge, Evanston.....	HO 5-2400
Printer's Ink, 360 N. Michigan.....	AN 3-1750
Sales Management, 333 N. Michigan.....	ST 2-1266
Sponsor, 612 N. Michigan.....	SU 7-9863
Radio-Tv Daily, 54 W. Randolph.....	OE 2-6757
Standard Rate & Data, 1740 Ridge, Evanston.....	HO 5-2400
TV Guide, 230 N. Michigan.....	RA 6-9470
U. S. Radio, 161 E. Grand.....	WH 3-3686
Variety, 612 N. Michigan.....	OE 7-4984

## DETROIT

### Networks

American Broadcasting Co., 1700 Mutual Building.....	WO 3-8321
Columbia Broadcasting System, Fisher Bldg.....	TR 2-5500
Crosley Broadcasting, Penobscot Bldg.....	WO 1-1610
Keystone Broadcasting System, 612 Penobscot Bldg.....	WO 2-4505
National Broadcasting Co., 622 LaFayette.....	WO 2-2000

### Representatives

ABC Spot Sales, Mutual Bldg.....	WO 3-8321
AM Radio Sales, 2161 Penobscot Bldg.....	WO 5-2420
Avery-Knodel, Inc., 1446 National Bank Bldg.....	WO 1-9607
Best, Hil F., 1009 Park Ave. Bldg.....	WO 2-7298
John Blair, 617 Book Bldg.....	WO 1-6030
Blair Television Assoc, Inc., 617 Book Bldg.....	WO 1-6030-31-32
Blair-TV, 617 Book Bldg.....	WO 1-6030-31-32
The Branham Co., 235 General Motors Bldg.....	TR 1-0440
Broadcast Time Sales, Penobscot Bldg.....	WO 5-7618
CBS Spot Sales, 902 Fisher Bldg.....	TR 2-5500
Christal, Henry I. Co., 2107 Book Bldg.....	WO 3-2365
Gill-Perna Inc., 2915 Book Bldg.....	WO 2-7022
Hollingbery, George P., Co., 1967 Guardian Bldg.....	WO 1-3555
H-R Representatives Inc., 1065 Penobscot Bldg.....	WO 1-4148
The Katz Agency, Inc., 3166 Penobscot Bldg.....	WO 3-8420
Oaren F. McGavren, 2338 Oime Bldg.....	WO 1-1675
Michigan Spot Sales, 15001 Michigan.....	TI 6-2362
NBC Spot Sales, 1165 Penobscot Bldg.....	WO 1-1610
Perry, John H. Assoc. 268 General Motors Bldg.....	TR 5-1803
Peters, Griffin, Woodward, Inc., 3470 Penobscot Bldg.....	WO 1-4255
Petry, Edward & Co., Inc., 645 Griswold Street.....	WO 3-0125
Raymer, Paul H., Co., Inc., 2949 Penobscot Bldg.....	WO 3-0764
TV Advertising Reps., 2161 Penobscot Bldg.....	WO 5-6450
Webb, Grant & Co., 1302 Cadillac Tower.....	WO 1-8290
Weed & Company, 1610 Book Bldg.....	WO 1-2685

### Agencies

Atherton, Frank W., 312 Fox Bldg.....	WO 2-8407
Bartlett, Burke, Co., 2608 N. Woodward, Royal Oak.....	LI 9-2455
BBDO, 1800 Penobscot Bldg.....	WO 5-0620
Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson Ave.....	VA 2-9700
Brother, D. P. & Co., 4th Fl. General Motors Bldg.....	TR 2-8250
Burnett, Leo Co., Inc., 2648 Buhl Bldg.....	WO 1-5959
Campbell-Ewald Co., 4th Fl. General Motors Bldg.....	TR 2-6200
Clark & Roberts, Inc., Fox Bldg.....	WO 1-5500
O'Arcy Advertising Co., 745 Penobscot Bldg.....	WO 1-7881
Oenman & Baker, Inc., 1012 Buhl Bldg.....	WO 5-1474
Ooner, W. B. & Co., 505 Washington Blvd. Bldg.....	WO 5-7400
Foot, Cone & Belding, 1060 National Bank Bldg.....	WO 3-9770
Geyer, Morey, Madden & Ballard, Inc., 14250 Plymouth Rd.....	WE 3-5520
Grant Advertising, Inc., 2900 Guardian Bldg.....	WO 3-9400
Kenyon & Eckhardt, Inc., 1500 Penobscot Bldg.....	WO 5-0300
Kudner Agency, Inc., 707 New Center Bldg.....	TR 5-5315
Luckoff & Wayburn, Inc., 320 W. Lafayette.....	WO 2-0707
MacManus, John & Adams, Inc., Woodward & Long Lake Rd.....	Midwest 6-1000
Maxon, Inc., 2761 E. Jefferson Ave.....	LO 7-5710
McCann-Erickson, Inc., 3500 Penobscot Bldg.....	WO 5-7550
Meldrum & Fewsmith, Inc., 1100 N. Woodward, Birmingham.....	Midwest 6-4000
Roy, Ross, Inc., 2751 E. Jefferson Ave.....	LO 7-3900
Simons-Michelson Co., 11th Fl. Lafayette Bldg.....	WO 3-3000

# DEADLINE!



**JAIL BREAK!** Not a shot was fired as three men stage a fantastic escape from a maximum security prison! — The Houston Press

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## DETROIT

### Agencies

Stout, Charles R., 1028 Penobscot Bldg.....	WO	2-7074
Thompson, J. Walter Co., 2130 Buhl Bldg.....	WO	2-8890
Young & Rubicam, Inc., 1600 Penobscot Bldg.....	WO	1-0067
Zimmer, Keller & Calvert, Inc., 28 W. Adams.....	WO	1-9151

### Music • Radio Services

MUZAK, 15401 W. Ten Mile Rd.....	JO	4-5835
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### Hotels

Barlum, Cadillac Square & Bates.....	WO	2-5900
Oearborn Inn, 20301 Oakwood.....	LO	5-3000
Detroit-Leland, Cass Avenue at Bagley.....	WO	2-2300
Fort Shelby, 525 West LaFayette.....	WO	3-7100
Park Shelton, 15 E. Kirby.....	TR	5-9500
Pick-Forte Shelby, 525 W. LaFayette.....	WO	3-7100
Sheraton- Cadillac, Washington Blvd. & Michigan.....	WO	1-8000
Statler, Washington Blvd. & Park.....	WO	3-6000
Tuller, Adams & Park.....	WO	3-5200
Whittier, 415 Burns Drive.....	CA	2-9000
Wolverine, Witherell & Elizabeth.....	WO	3-9000

### Adman's Eating Directory

Cregar's Pickwick House, Inc., 19335 Grand River.....	KE	1-1810
London Chop House, 153 West Congress.....	WO	2-0278
Pontchartrain Wine Cellars, 234 West Larned.....	WO	3-1785
Yeamans, 516 Howard.....	WO	2-8981

### Air Lines • Railroads

American Airlines.....	WO	5-1000
Capital, 1203 Washington Blvd.....	WO	3-8900
Delta, 1205 Washington Blvd.....	WO	5-3000
Eastern .....	WO	5-8200
Mohawk Airlines.....	WO	2-4800
North Central.....	WO	2-8090
Northwest, 1235 Washington Blvd.....	WO	3-3500
Pan American World Airways System.....	WO	3-0800
Tarns-American Airlines.....	WO	5-3456
Trans-Canada Air Lines.....	WO	3-4444
TWA .....	WO	2-8650
United .....	WO	5-5500

Baltimore & Ohio, Michigan & 15th St.....	WO	2-9515
Canadian Pacific Railway.....	WO	5-7070
Chesapeake & Ohio, 312-15 Fort St. Station.....	WO	2-3885
New York Central.....	WO	5-7070
Pennsylvania .....	WO	2-3885

## LOS ANGELES

### Networks

American Broadcasting Company, 4151 Prospect.....	NO	3-3311
Columbia Broadcasting System (tv), 7800 Beverly.....	OL	1-2345

## LOS ANGELES

Columbia Broadcasting System (radio) (also CPRN)

6121 Sunset .....	HO	9-1212
Columbia Pacific Television Network, 1313 Vine.....	OL	1-2345
Crosley Broadcasting Corp., 6381 Hollywood Blvd.....	HO	2-2351
Oon Lee Broadcasting System, 1313 Vine.....	HO	2-2133
Mutual Broadcasting System, 1313 Vine.....	HO	2-2133
National Broadcasting Company 3000 W. Alameda (Burbank).....	TH	5-7000

### Representatives

AM Radio Sales, 5939 Sunset.....	HO	5-0695
Avery-Knodel, 3325 Wilshire.....	OU	5-6394
B-N-B Time Sales, 633 S. Westmoreland.....	OU	5-8309
Walter Biddick, 1046 S. Olive.....	RI	9-8800
John Blair, 3460 Wilshire.....	OU	1-3811
Blair TV, 3460 Wilshire.....	OU	1-3811
Bolling, 204 S. Beverly Dr. (Bev. Hills).....	BR	2-0543
Branham, 6399 Wilshire.....	OL	3-6363
Broadcast Time Sales, 1540 N. Highland.....	HO	5-1755
Burn-Smith, 672 S. Lafayette Park Pl.....	OU	2-3200
CBS Radio Spot Sales, 6121 Sunset (Columbia Square).....	HO	9-1212
CBS TV Spot Sales, 1313 N. Vine.....	OL	1-2345
Donald Cooke, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Oevney, 612 S. Serrano.....	OU	4-7352
Bob Oore Associates, 5880 Hollywood Blvd.....	HO	2-1133
Robt. E. Eastman & Co., Inc., 1680 N. Vine.....	HO	4-7276
Everett-McKinney, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Forjoe, Forjoe-TV, 451 N. La Cienega (L.A.).....	OL	5-7755
Gill-Perna, 730 S. Western.....	OU	7-4388
W. S. Grant, 6606 Selma.....	HO	3-7194
Headley-Reed, 1680 Vine.....	HO	4-8248
George P. Hollingsbery, 3325 Wilshire.....	OU	5-2071
Hal Holman, 6381 Hollywood .....	HO	2-2351
Bernard Howard & Co., Inc., 6381 Hollywood Blvd.....	HO	2-2351
H-R Reps, 6253 Hollywood.....	HO	2-6453
Intercontinental Services Ltd., 6331 Hollywood.....	HO	2-2289
The Katz Agency, 3325 Wilshire.....	OU	5-6284
J. A. Lucas, 1350 N. Highland.....	HO	2-1460
Oaren F. McGavren 1741 Ivar.....	HO	4-6146
Robert Meeker, 6362 Hollywood Blvd.....	HO	2-6501
Tracy Moore & Assoc., 6381 Hollywood.....	HO	2-2351
National Time Sales, 672 S. Lafayette Park Pl.....	DU	2-3200
NBC Spot Sales, Sunset & Vine.....	TH	5-7000
Harlan G. Oakes, 672 S. Lafayette Park Pl.....	OU	2-3200
Lee F. O'Connell, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Richard O'Connell, 6381 Hollywood.....	HO	2-2351
Pan-American Broadcasting, 672 S. Lafayette Park Pl.....	OU	2-3200
John E. Pearson, 3242 W. 8th.....	OU	5-5084
John H. Perry, 5800 Hollywood.....	HO	2-1133
Peters, Griffin, Woodward, 1750 Vine.....	HO	9-1688
Edward Petry, 3424 Wilshire Blvd.....	DU	8-1143
Radio-TV Reps., 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Rambeau, Vance & Hopple, 1350 N. Highland.....	HO	4-6017
Paul H. Raymer, 1680 Vine.....	HO	2-2376
Stars National, 6381 Hollywood.....	HO	2-2351
Television Adevrtising Representatives, 1717 Highland.....	HO	6-1144
Venard, Rintout & McConnell, 1901 W. 8th.....	OU	8-4551
Walker, 672 S. Lafayette Park Pl.....	OU	2-3200
Grant Webb Co., 1350 No. Highland.....	HO	2-1460
Weed, 6331 Hollywood Blvd.....	HO	2-6676
Adam Young, 6331 Hollywood Blvd.....	HO	2-2289
Young Television Corp., 6331 Hollywood Blvd.....	HO	2-2289
Young Canadian Reps, 6331 Hollywood Blvd.....	HO	2-2289

STATE SCANDAL! Illinois State Auditor is proven guilty of fraud and embezzlement!  
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## Agencies

Advertising Agencies, Inc., 12412 Ventura Blvd.....	ST	7-9941
R. H. Alber Co., 439 N. Larchmont.....	HO	9-8273
Robert F. Anderson Co., 6363 Wilshire Blvd.....	OL	3-8120
Anderson-McConnell, 922 No. Vine.....	HO	3-4154
Arkwright Advertising, 1717 N. Highland Ave.....	HO	4-3129
Atherton, Mogge, Privett, 8467 Beverly.....	OL	3-2246
N. W. Ayer & Son, 1680 Vine.....	HO	3-4871
Barnes Chase Co., 3450 Wilshire.....	OU	4-1193
Ted Bates, 1750 Vine.....	HO	9-2161
8800, 6363 Wilshire.....	WE	7-1234
1680 Vine.....	HO	2-6723
Beckman-Koblitz, 915 N. La Cienega .....	OL	5-7850
Benton & Bowles, 6253 Hollywood.....	HO	4-9151
Bozell & Jacobs, Inc., 340 N. Rodeo Dr.....	BR	2-2081
Brooke, Smith, French & Dorrance, 1741 Ivar.....	HO	9-2911
Burke Oowlang Adams, 3440 Wilshire.....	OU	8-9335
Leo Burnett Co., 1680 Vine.....	HO	4-7374
Campbell-Ewald, 3460 Wilshire.....	OU	9-1334
1750 Vine.....	HO	9-2931
Campbell-Mithun, 1680 Vine.....	HO	2-0715
Caples, 301 S. Kingsley Dr.....	DU	7-4255
Carson-Roberts, Inc., 8811 Alden Drive.....	BR	2-8366
Cole, Fischer, Rogow, Inc., 9033 Wilshire.....	CR	5-0135
Compton, 6505 Wilshire .....	OL	3-0100
Cunningham & Walsh, 8721 Sunset.....	OL	2-5690
Dancer-Fitzgerald-Sample, 1680 Vine.....	HO	2-3256
O'Arcy, 3540 Wilshire.....	OU	5-3171
Davis, Johnson, Anderson & Colombatto, Inc. 2301 W. 3rd St.....	OU	8-2111
Donahue & Coe, 3245 Wilshire.....	OU	1-2221
Douglas Adv. Agency, 7461 Beverly Bldg.....	WE	6-6184
Doyle Oane Bernbach, Inc., 6399 Wilshire.....	WE	8-3781
Oreyfus & Gardner, 511 N. La Cienega Blvd.....	OL	5-8255
Eisaman-Johns Advertising, 1680 N. Vine.....	HO	4-7265
Erwin Wasey, Ruthrauff & Ryan, 5045 Wilshire.....	WE	1-1211
William Esty, 6331 Hollywood.....	HO	2-6301
Foote, Cone & Belding, 900 Wilshire.....	MA	9-3611
Fuller & Smith & Ross, 8350 Wilshire (Bev. Hills).....	OL	3-0240
Gerth, Brown, Clark & Elkus of LA, 8241 Wilshire.....	OL	3-2320
Glenn Advertising, Inc., 6399 Wilshire.....	WE	3-9369
Grant, 1680 Vine.....	HO	1-9231
Grey, 1750 Vine.....	HO	4-7347
Guild, Bascom & Bonfigli, 1750 Vine.....	HO	9-8217
Harrington, Richards & Morgan, 6233 Hollywood.....	HO	3-4194
Heintz & Co., 611 Wilshire.....	MA	9-3181
Hixson & Jorgensen, 3540 Wilshire.....	OU	8-3121
Honig, Cooper & Miner, 340 S. Kingsley Dr.....	OU	8-3301
Kenyon & Eckhardt, 6253 Hollywood.....	HO	3-2101
Keyes, Madden & Jones, 1680 Vine.....	HO	9-3974
Killingsworth-Moreland Advertising 3723 Wilshire.....	DU	2-7354
Kudner, 3325 Wilshire.....	OU	2-1127
C. J. LaRoche, 6269 Selma.....	HO	9-3656
Lennen & Newell, 9033 Wilshire Blvd.....	CR	1-7221
MacManus, John & Adams, 6399 Wilshire.....	WE	3-5881
McCann-Erickson, 3325 Wilshire.....	OU	5-3301
The McCarty Co., 3576 Wilshire.....	OU	5-4011
Walter McCreery Co., 256 S. La Cienega (Bev. Hills).....	OL	2-4480
Arthur Meyerhoff & Co., 8467 Beverly.....	OL	3-1633
Needham, Louis & Brorby, 9100 Sunset.....	CR	6-2073
North Adv. Inc., 8701 Wilshire (Bev. Hills).....	OL	2-3770
Reach, McClinton & Co., Inc., 6434 Wilshire.....	OL	3-9610
Fletcher O. Richards, Calkins & Holden, 6233 Hollywood Blvd.....	HO	3-4194
Robinson, Jensen, Fenwick & Haynes, 1111 Wilshire.....	HU	2-2050
Roche, Eckhoff & Lee, 8721 Beverly.....	OL	5-7670
Ross, Reisman, Naidich, Inc., 7805 Sunset.....	HO	2-3378

M. 8. Scott & Assoc., 8350 Wilshire.....	OL	3-5330
Stebbins & Cochran Adv., 3142 Wilshire.....	OU	8-8131
Barton A. Stebbins, 3142 Wilshire.....	OU	8-8131
Hal Stebbins, Inc., 714 W. Olympic.....	RI	9-5317
SSC&8, 6253 Hollywood.....	HO	4-2119
Stromberger, LaVene & McKenzie, 3325 Wilshire.....	OU	5-2211
Tatham-Laird, 1680 Vine.....	HO	1-9228
J. Walter Thompson, 6505 Wilshire.....	OL	3-0300
Tilds & Cantz, 8833 Sunset.....	OL	5-9270
The Tullis Co., 6000 Sunset.....	HO	2-6333
Van der Boom, Hunt, McNaughton, Inc. 672 S. Lafayette Park Pl.....	OU	2-6203
Geoffrey Wade Advtg., 6381 Hollywood.....	HO	4-7457
Tom Westwood Adv., 105 E. Lexington, Glendale.....	CH	5-5051
Young & Rubicam, 611 Wilshire.....	MA	6-7641
6253 Hollywood .....	HO	9-2731

## Advertisers

Adolph's, Ltd., 1800 W. Magnolia (Burbank).....	VI	9-1421
Albers Milling Co., 5045 Wilshire.....	WE	1-1911
Bekins Van & Storage, 1335 S. Figueroa.....	RI	9-4141
Birley's, 1127 N. Mansfield.....	HO	9-2234
Boyle-Midway, 4820 E. 50th (Vernon).....	LU	8-9124
Capitol Records, 1750 Vine.....	HO	2-6252
Carnation Co., 5045 Wilshire.....	WE	1-1911
Catalina, Inc., 443 So. San Pedro.....	MA	4-8231
Coast Fisheries, 545 S. Fries (Wilmington).....	NE	6-2132
Max Factor, 1655 N. McCadden Pl.....	HO	2-6131
Farmers Insurance Group, 4680 Wilshire.....	WE	1-1961
General Petroleum, 612 S. Flower.....	MA	6-5711
Hunt Foods, 1740 W. Commonwealth (Fullerton).....	TR	1-2100
Lyon Van & Storage, 1950 S. Vermont.....	RE	1-3131
Louis Milani Foods, 12312 W. Olympic.....	8R	2-8521
Mission Pak, 125 E. 33rd.....	AO	2-5194
Pennzoil Co. of Calif., 1630 W. Olympic.....	OU	5-0311
Purex, 9300 Rayo (Southgate).....	LO	4-1841
Reddi-Wip, 8025 Melrose.....	OL	3-2260
Rexall Drug Co., 8480 Beverly.....	OL	3-1300
Richfield Oil Corp., 555 S. Flower.....	MA	9-4111
Santa Fe Wine, 2200 S. Saybrook.....	RA	3-9792
Shell Oil Co. of Calif., 1008 W. 6th.....	MA	5-7341
Signal Oil Co., 3160 W. 6th.....	OU	5-0341
Sleep-Eze Co., 1067 E. Anaheim (Long Beach).....	HE	7-2585
Squirt Co., 4610 Van Nuys (Van Nuys).....	ST	9-8121
Star-Kist Foods, 580 Tuna (Terminal Island).....	TE	3-2411
Sunkist Growers, 707 W. 5th.....	MA	8-7211
Trewax Co., 5631 S. Centinela (Culver City).....	TE	0-6719
Union Oil Co. of California, 461 S. Boylston.....	HU	2-7600
U. S. Borax & Chemical Corp., 630 Shatto Pl.....	DU	7-5151
Van Camp Sea Food Co., 772 Tuna (Terminal Island).....	TE	3-4411

## Film-Tape Commercials

Academy Films, 800 N. Seward.....	HO	2-0741
All-Scope Pictures, 1417 N. Western.....	HO	2-6231
Animation, Inc., 736 N. Seward.....	HO	4-1117
Cascade Pictures of Calif., 1027 N. Seward.....	HO	2-6481
8ing Crosby Enterprises, 9028 Sunset.....	CR	1-1171
Desilu, 780 N. Gower.....	HO	9-5911
Jerry Fairbanks Prodn., 1330 N. Vine.....	HO	2-1101
Filmcraft Prodn., 8451 Melrose.....	OL	3-2430
Filmercial Prodn., 650 N. Bronson.....	HO	2-7141
Gross-Krasne, Inc., 5420 Melrose.....	HO	7-5151
Guild Films, 8255 Sunset.....	OL	6-3770
Jam Handy, 1402 N. Ridgewood Pl.....	HO	3-2321



**WETBACK!** Reporter posing as Mexican wet-back faces death! — The San Diego Union  
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# LOS ANGELES

## Film-Tape Commercials

Harris-Tuchman Prodn., 751 N. Highland.....	WE 6-7189
MGM-TV, 10202 Washington (Culver City).....	TE 0-3311
National Screen Service Corp., 7026 Santa Monica.....	HO 5-3136
Playhouse Pictures, 1401 N. La Brea.....	HO 5-2193
Polaris Pictures, Inc., 745 N. Highland.....	WE 8-5898
Quartet Films, Inc., 5631 Hollywood.....	HO 4-9225
Roland Reed Prodn., 650 N. Bronson.....	HO 2-7141
Hal Roach Studios, 8822 Washington.....	TE 0-3361
Screen Gems, 1334 N. Beachwood.....	HO 2-3111
Swift-Chaplin, 1136 N. Highland.....	HO 2-0761
TV Spots, Inc., 1037 N. Cole.....	HO 5-5171
Universal-International, Universal City (No. Hywd.).....	ST 7-1211
UPA Pictures, 4440 Lakeside Dr. (Burbank).....	TH 2-7171
Warner Bros., 4000 Warner Blvd. (Burbank).....	HO 9-1251
Wilding Pictures Prodn., 5981 Venice.....	WE 8-0183

## TV Film-Tape Program Sources

ABC Film Syndication, 1539 Vine.....	NO 3-3311
Animation, Inc., 736 N. Seward.....	HO 4-1117
George Bagnall, 8827 Olympic (Bev. Hills).....	OL 2-8050
Cavalcade TV Programs, 7904 Santa Monica.....	OL 4-4144
CBS-TV Film Sales, 1313 Vine.....	OL 1-2345
Coronet Films, 3410 S. La Cienega.....	WE 6-6171
Oesilu, 780 N. Gower.....	HO 9-5911
Guild Films, 8255 Sunset.....	OL 6-3770
Hollywood TV Service, 4020 Carpenter (N. Hwd.).....	PO 3-8411
Independent Television Corp., 5420 Melrose.....	HO 2-6525
MCA-TV, 9370 Santa Monica (Bev. Hills).....	CR 4-7711
MGM-TV, 10202 Washington (Culver City).....	TE 0-3311
National Telefilm Assoc., 8721 Sunset.....	OL 2-7222
NBC-TV Film Division, Sunset & Vine.....	TH 5-7000
Fred A. Niles, 5539 Sunset.....	HO 3-8154
Roy Rogers Syndication, 357 N. Canon (Bev. Hills).....	BR 2-8738
Screen Gems, 1334 N. Beechwood Dr.....	HO 2-3111
Trans-Lux TV Corp., 1966 S. Vermont.....	RE 1-2309
Twentieth Century Fox TV, 10201 W. Pico.....	CR 6-2211
United Artists Associated, 9110 Sunset.....	CR 6-5886
United Press Movietone, 6520 Selma.....	HO 2-0706
U P A, 4440 Lakeside Dr. (Burbank).....	TH 2-7171
Warner Bros., Burbank.....	HO 9-1251
Ziv TV Programs, 7324 Santa Monica.....	OL 4-2800

## Misc. Film-Tape Services

Bonded TV Film Service, 8290 Santa Monica.....	OL 4-7575
Consolidated Film Industries, 959 Seward.....	HO 9-1441
Modern Teleservice, Inc., 7031 Melrose.....	WE 3-5674
Peerless Film Processing Corp., 959 Seward.....	HO 4-7156
S.O.S. Cinema Supply Corp., 6331 Hollywood.....	HO 7-2124
General Film Lab, 1546 Argyle.....	HO 2-6171

## Music • Radio Services

ASCAP, 3440 Wilshire.....	OU 2-1381
Associated Program Service, 315 W. 9th.....	MA 2-0201
BMI, 1549 North Vine.....	HO 4-7447
Capitol Records, 1750 Vine.....	HO 2-6252
Columbia Records, 8723 Alden Dr.....	OL 5-6733

Muzak, 6906 Santa Monica.....	HO 5-7177
RCA Recorded Program Serv., 1016 N. Sycamore.....	OL 4-1660
World Broadcasting System, 7324 Santa Monica.....	OL 4-2800

## Research • Surveys

American Research Bureau, 6223 Selma.....	HO 9-1683
J. H. Coffin & Co., 9157 Las Tunas Dr. (Temple City).....	CU 3-5912
Facts, Consolidated, 8461 Melrose.....	OL 3-3114
C. E. Hooper, 6223 Selma.....	HO 9-1683
PAIR, Inc., 9615 Brighton Way (Beverly Hills).....	CR 5-1010
Pulse Inc., 6399 Wilshire.....	OL 3-7733
Telecensus, 3259 Wilshire.....	OU 8-2201

## Hotels

### HOLLYWOOD

Hollywood Knickerbocker, 1714 Ivar.....	HO 5-3171
Hollywood Plaza, 1637 Vine.....	HO 5-1131
Hollywood Roosevelt, 7000 Hollywood.....	HO 9-2442

### BEVERLY HILLS

Bel-Air, 701 Stone Canyon Road.....	GR 2-1211
Beverly Hills Hotel, 9641 Sunset.....	CR 6-2251
Beverly Hilton, 9876 Wilshire.....	CR 4-7777
Beverly Wilshire, 9514 Wilshire.....	CR 5-4282

### WILSHIRE

Ambassador, 3400 Wilshire.....	OU 7-7011
Sheraton-Town House, 2961 Wilshire.....	DU 2-7171

### DOWNTOWN

Biltmore, 515 S. Olive.....	MA 4-1011
Statler, 930 Wilshire.....	MA 9-4321

## Adman's Eating Directory

### HOLLYWOOD AREA

Brown Derby, 1628 Vine.....	HO 9-5151
Brown Derby, 4500 Los Feliz.....	NO 4-2913
Gourmet Hollywood, 6530 Sunset.....	HO 3-6462
Mike Lyman's, 1623 Vine.....	HO 3-3191
Nickodell Argyle, 1600 Argyle.....	HO 7-3557

### LA CIENEGA (RESTAURANT ROW)

Bantam Cock, 643 N. La Cienega.....	OL 2-0323
Beefeater Inn, 170 N. La Cienega.....	OL 2-2888
Captain's Table, 301 S. La Cienega.....	OL 5-7555
Red Snapper, 826 N. La Cienega.....	OL 2-1480
Smith Bros. Fish Shanty, 8500 Burton Way.....	BR 2-4241

### SUNSET STRIP

Bit of Sweden, 9051 Sunset.....	BR 2-2800
Cock'n Bull, 9170 Sunset.....	BR 2-1397
Imperial Gardens Sukiyaki, 8225 Sunset.....	OL 6-1750
La Rue, 8631 Sunset.....	OL 5-6356
Scandia, 9040 Sunset.....	CR 5-4579

### WILSHIRE AREA

Blarney Castle, 623 S. Western.....	OU 7-7524
The Cove, 3191 W. 7th.....	OU 8-6323
Oales, 3401 Wilshire.....	DU 1-3097
Secret Harbor, 3357 Wilshire.....	OU 2-7311



**FACE OF A THIEF!** Battle of wits between a newspaperman and a brilliant detective proves a man's innocence. — Sharon Herald  
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## DOWNTOWN

Bull 'n Bush, 3450 W. 6th.....DU 5-4271  
Cap'n Quill (cocktails), 807 W. 7th.....MA 3-3589

## VALLEY

King's Arms, 4323 Riverside Dr. (Burbank).....TH 5-2664  
Smoke House, 4420 Lakeside Dr. (Burbank).....VI 9-3641  
Tail o' the Cock, 12950 Ventura.....ST 7-1914

## BEVERLY HILLS

Chasen's, 9039 Beverly.....CR 1-2168  
Frascati Rotisserie, 9501 Wilshire.....CR 5-9702  
Romanoff's, 140 S. Rodeo Dr.....CR 4-2105

## Air Lines • Railroads

American Airlines, 521 W. 6th.....MA 6-3811  
Continental Airlines, 6th & Grand.....MA 6-2311  
Delta, 530 W. 6th.....MA 7-9669  
Northwest Orient Airlines, 512 W. 6th.....MA 7-0744  
Pan American, 609 S. Grand.....MA 6-8484  
TWA, 620 W. 6th.....MA 4-8141  
United Airlines, 6th & Olive.....HU 2-2000  
Western Airlines, 844 S. Flower.....MA 6-4242

Santa Fe Railway, 121 E. 6th.....MA 8-0111  
Southern Pacific, 610 S. Main.....MA 4-6161  
Union Pacific RR, Union Station.....MA 7-9211

## SAN FRANCISCO

### Networks

American Broadcasting Co., 227 Golden Gate Ave.....UN 3-0077  
Columbia Broadcasting System, Sheraton-Palace.....YU 2-7000  
Crosley Broadcasting Corp., 260 Kearney St.....EX 2-6444  
Don Lee Broadcasting System, 415 Bush.....YU 2-9200  
Keystone Broadcasting System, 57 Post.....SU 1-7440  
Mutual Broadcasting System, 415 Bush.....YU 2-9200  
National Broadcasting Co., 420 Taylor.....GR 4-8700

### Representatives

AM Radio Sales, 950 California.....GA 1-0716  
Avery-Knodel, 235 Montgomery.....YU 2-2053  
William A. Ayers, 233 Sansome.....YU 6-2981  
B-N-B Time Sales, 900 Third St.....  
John Blair, 155 Sansome.....DO 2-3188  
Blair Television Assoc., 155 Sansome.....YU 2-7068  
Blair TV, 155 Sansome.....YU 2-7068  
Bolling, 5-3rd.....GA 1-6740  
Branham, 703 Market.....YU 2-1582  
Broadcast Times Sales, 681 Market.....SU 1-8656  
Burn-Smith, 260 Kearny.....EX 7-4827  
CBS Radio Spot Sales, Sheraton-Palace.....YU 2-7000  
CBS TV Spot Sales, Sheraton-Palace.....YU 2-7000  
Henry I. Christal, Russ Bldg.....YU 2-1204  
Donald Cooke, 166 Geary.....YU 6-0621  
Frank T. Crennan, 2440 Larkin.....PR 5-2725  
Devney, 233 Sansome.....YU 6-2981  
Bob Dore Assoc., 233 Sansome.....YU 6-2981  
Robt. E. Eastman & Co. Inc., 1043 Russ Bldg.....YU 2-9760  
Forjoe, 593 Market.....SU 1-7569  
Gill-Perna, 57 Post.....SU 1-5568  
Harrington, Righter & Parsons, 235 Montgomery.....SU 1-4125

## SAN FRANCISCO

Headley-Reed, 110 Sutter.....YU 2-4912  
George P. Hollingbery, 417 Montgomery.....DO 2-2541  
Bernard Howard & Co., Inc., 260 Kearney.....EX 2-6444  
H-R Reps, 155 Montgomery.....YU 2-5837  
The Katz Agency, Russ Bldg.....DO 2-7628  
Jack Masla Co. Inc., 110 Sutter.....GA 1-6936  
McClatchy Broadcasting Co., Russ Bldg.....DO 2-8909  
Daren F. McGavren, 110 Sutter.....YU 6-4112  
Robert Meeker Co., Russ Bldg.....YU 6-4940  
Tracy Moore & Assoc., 260 Kearney.....EX 2-6444  
National Time Sales, 235 Montgomery.....YU 6-5819  
NBC Spot Sales, 420 Taylor.....GR 4-8700  
Harlan G. Oakes, 260 Kearney.....EX 7-4827  
Lee F. O'Connell, 166 Geary.....YU 6-0621  
Richard O'Connell, Monadnock Bldg.....EX 2-6444  
John F. Pearson, 58 Sutter.....DO 2-7159  
Peters, Griffin, Woodward, Russ Bldg.....YU 2-9188  
Edward Petry, Russ Bldg.....YU 2-3631  
Radio-TV Reps, 166 Geary.....YU 6-0621  
Rambeau, Vance & Hopple, Inc., Merch. Exch. Bldg.....EX 2-4073  
Paul H. Raymer, Russ Bldg.....DO 2-8909  
Sears & Ayers, 703 Market.....EX 2-7247  
Stars National, 260 Kearney.....EX 2-6444  
Television Advertising Reps., 2655 Van Ness.....PR 6-9494  
Venard, Rintoul & McConnell, 85 Post.....GA 1-7950  
Walker, 260 Kearney.....EX 7-4827  
Grant Webb, 605 Market.....EX 7-4827  
Weed, 625 Market.....EX 7-0535  
Adam Young, Russ Bldg.....YU 6-6769  
Young Television Corp., Russ Bldg.....YU 6-6769

### Agencies

Ad Fried, 160 Santa Clara (Oakland).....OL 4-3773  
Albert Frank-Guenther Law, 425 Bush.....YU 6-4641  
Ayer, N. W. & Son, Russ Bldg.....SU 1-2534  
Barnes-Chase, 700 Montgomery.....EX 7-0477  
BBDO, 120 Montgomery.....EX 7-1122  
Beaumont & Hohman, 1299 Bush.....GR 4-8446  
Boland Associates, 755 Sansome.....YU 2-2960  
Botsford, Constantine & Gardner, 625 Market.....EX 2-7565  
Campbell-Ewald, Russ Bldg.....EX 2-0145  
Compton, 703 Market.....GA 1-4854  
Cunningham & Walsh, 1660 Bush.....PR 6-2600  
Dancer-Fitzgerald & Sample, Russ Bldg.....DO 2-5107  
Durstine, Roy S., 1736 Stockton.....EX 7-0456  
Erwin Wasey, Ruthrauff & Ryan, 140 Montgomery.....EX 2-4616  
Fletcher D. Richards, Calkins & Holden, 58 Sutter.....YU 6-6836  
Foote, Cone & Belding, Russ Bldg.....SU 1-2355  
Fuller & Smith & Ross, 244 Pine.....YU 6-5955  
Garfield, 301 Broadway.....GA 1-0575  
Gerth, Brown, Clark & Elkus, 251 Kearney.....GA 1-1081  
Grant, 405 Montgomery.....EX 2-6275  
Grey, Russ Bldg.....EX 7-1695  
Guild, Bascom & Bonfigli, 130 Kearney.....YU 2-6040  
Heintz & Co., 1736 Stockton.....EX 7-2854  
Hofer, Dieterich & Brown, 414 Jackson Square.....YU 2-0575  
Honig-Cooper, Harrington & Miner, 1275 Columbus.....OR 3-4469  
Johnson & Lewis, 433 California.....DO 2-0050  
Kenyon & Eckhardt, 620 Market.....EX 7-0900  
Knollin Advertising Agency, 391 Sutter.....SU 1-6110  
Kudner, 681 Market.....GA 1-5433  
Lennen & Newell, 248 Battery.....YU 2-7878  
Long Advertising Inc., 681 Market.....GA 1-4244  
McCann-Erickson, 114 Sansome.....DO 2-5560



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## Agencies

The McCarty Co., 114 Sansome.....	SU 1-8224
Meltzer, Richard N., Russ Bldg.....	YU 2-5877
Thompson, J. Walter, 320 California.....	GA 1-3510
Weiner & Gossage, 149 California.....	YU 2-2700
Young & Rubicam, 120 Montgomery.....	EX 7-1838

## Advertisers

Almaden Vineyards, 39 Drumm.....	SU 1-1424
Ampex, 934 Charter St., Redwood City, Calif.....	EM 9-1481
Avoset Co., 661 Geary.....	PR 6-0300
Bank of America, 300 Montgomery.....	DO 2-6112
Bset Foods, Inc., 1890 Bryant.....	MA 1-7200
Burgermeister Brewing Corp., 470 10th.....	MA 1-0505
C & H Sugar Refining Corp., 215 Market.....	EX 2-7400
California Packing Corp., 215 Fremont.....	SU 1-7760
Calo Dog Food Co., 112 Market.....	EX 2-7366
Cling Peach Advisory Board, 350 Sansome.....	YU 2-0970
Coca-Cola Bottling Co. of Calif., 1500 Mission.....	HE 1-7171
Crown-Zellerbach, 343 Sansome.....	YU 6-0822
CVA (Roma Wines), 582 Market.....	YU 6-5544
Del Monte Foods, 215 Fremont.....	SU 1-7760
Falstaff Brewing Corp., 540 Hampshire.....	UN 3-3368
Folger Coffee Co., 101 Howard.....	SU 1-2525
Foremost Dairies, 425 Battery.....	EX 2-5121
Hills Bros. Coffee, 2 Harrison.....	EX 2-1541
Italian Swiss Colony, 615 4th.....	SU 1-0082
Pacific Coast Borax, 260 California.....	YU 6-6077
Pepsi-Cola, 785 Market.....	SU 1-8930
Petri-Wine Co., 601 4th.....	GA 1-3213
Regal Pale Brewing Co., 3250 20th.....	VA 4-8080
Standard Oil Co. of Calif., 225 Bush.....	SU 1-7700

## Film-Tape Commercials

Animation, Inc., 46 Kearney.....	UN 3-2600
Motion Picture Service Co., 125 Hyde.....	OR 3-9162
Screen Gems, 995 Market.....	DO 2-1060
Robert B. Selby & Associates, 522 Powell.....	YU 2-6936

## TV Film-Tape Program Sources

ABC Film Syndication, 277 Golden Gate Ave.....	UN 3-0077
CBS-TV Film Sales, Sheraton-Palace.....	YU 2-7000
MCA-TV, 105 Montgomery.....	DO 2-4368
Official Films, 150 Font Blvd.....	JU 5-3313
United Press Movietone, 814 Mission.....	YU 6-6100

## Music • Radio Services

ASCAP, 111 Sutter.....	SU 1-2141
BMI, 1328 Everett Ave. (Oakland).....	AN 1-0258
Capitol Records, 475 Barneveld Ave.....	VA 6-5454
Muzak, 849 Powell.....	GA 1-1612

## Research • Surveys

Facts Consolidated, 26 O'Farrell.....	EX 7-1200
A. C. Nielsen Co., 70 Willlow Road (Menlo Park).....	EN 1-0947

## Hotels

Bellevue, 505 Geary.....	GR 4-3600
Chancellor, 433 Powell.....	DD 2-2004
Clift, Geary & Taylor.....	PR 5-4700
Drake-Wiltshire, 340 Stockton.....	GA 1-8011
Fairmont, California & Mason.....	DD 2-8800
Franciscan, 350 Geary.....	DO 2-2200
Mark Hopkins, California & Mason.....	EX 2-3434
Plaza, Post & Stockton.....	SU 1-7200
Sir Francis Drake, Sutter & Powell.....	EX 2-7755
St. Francis, Powell & Geary.....	YU 2-6131
Sheraton-Palace, Market & New Montgomery.....	EX 2-8600

## Adman's Eating Directory

Bernstein's Fish Grotto, 123 Powell.....	GA 1-1938
Blue Fox, 659 Merchant .....	DD 2-9316
Cathay House, 718 California.....	YU 2-3388
Delmonico's, 330 Sutter.....	SU 1-4262
Drake's Tavern, Sutter & Powell.....	EX 2-7755
El Prado, Post & Stockton.....	SU 1-7200
Ernie's, 847 Montgomery.....	EX 2-8660
Fior D'Italia, 621 Union.....	YU 6-1886
Fisherman's Grotto, 9 Fisherman's Wharf.....	OR 3-7025
Ginza Sukiyaki, 1693 Post.....	JO 7-9981
Iron Horse, 19 Madison Lane.....	DO 2-1349
Kan's Chinese Restaurant, 708 Grant.....	YU 2-2388
Le Boeuf, 545 Washington.....	GA 1-2914
Old Poodle Dog, 65 Post.....	EX 2-9958
Omar Khayyam's, 196 O'Farrell.....	SU 1-1010
Papagayo Room, Fairmont Hotel.....	DO 2-5650
Paris Louvre, 808 Pacific.....	GA 1-5157
Redwood Room, Clift Hotel.....	PR 5-4700
Tarantino's, Fisherman's Wharf.....	PR 5-5600
Trader Vic's, 20 Cosmo Pl.....	PR 6-2232
Valhalla Inn, 201 Bridgeway (Sausalito).....	ED 2-1792
Yamato Sukiyaki House, 717 California.....	DO 2-2938

## Air Lines • Railroads

American Airlines, Post & Powell.....	YU 2-1234
International Airport .....	PL 6-0500
Northwest Airlines, 657 Market.....	YU 2-5255
TWA, 234 Stockton.....	YU 6-1300
United Airlines, Post & Powell.....	EX 7-2100
Western Airlines, 287 Geary.....	GA 1-4000

Santa Fe Railway, 185 Post.....	SU 1-7600
Southern Pacific, 65 Market.....	DO 2-1212
Union Pacific RR, Geary & Powell.....	GA 1-6030
Western Pacific RR, 526 Mission.....	YU 2-2100

